

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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Future Horizons in CANDY PRODUCTION

By CONRAD SPOEHR*

Ward Milk Products Division
Kraft-Phenix Cheese Corporation, Chicago

PART I

TODAY we are on the threshold of a new era in the candy business. This is borne out by the fact that many of the large plants are re-arranging their production set-up, necessitated by the demand for newer type candies which demand that they be made with, shall we say, stream-line production.

There is no doubt that in the next 10 or 20 years the demand for candies is going to require that they be less sweet—in other words, that they be so manufactured that they will not cloy the appetite.

This does not mean that we cannot use the same old materials as formerly, but many of these are in different forms and improved forms.

Consider if you will, for a moment, the starch of today as compared to the starch used in the confectionery business of 25 years ago. The old starch required a candy-maker of many years' experience who could adjust his formula to the various needs; today, given a formula and right ingredients and one of the half dozen excellent thin boiling starches offered by the various corn derivative manufacturers, the candy-maker is able to produce a better gum drop or jelly than it was

ever possible to make before—and at less cost. Less cost, because of the new ideas in stream-line production; also lower cost, because more scientific understanding of the composition of various ingredients has been developed and discovered.

But why stop with corn starch when, should I say, new adventures in new candies await us? If we will be a bit more elastic in our mental processes and efforts. A couple of years ago it was my privilege to represent one of the large corn products companies and I travelled through nine countries of Europe, trying to teach the candy firms and interest them in American-made starches. To my surprise I found that although they were not using many cornstarches, they have had a great deal of experience in trying out rice, potato, arrowroot starches, and have thus been able to create some rather unusual candy.

I would say, however, that most of the jellies made abroad are made with agar-agar and even the Russian marmalades, although they have as their base apple, hence really a pectin base, they do turn out some very beautiful jellies. I should like to mention here that these Russian marmalades have a peculiar finish—in other words, very much on the order of the glace as found on preserved fruits. These Russian marmalades or jellies are then cast into porcelain molds which seem to give them that beautiful finish or, if you will, crust. However, foreign manufacturers are most reluctant to take on any

* Address made October 4, 1939, at the Candy Making Lecture Course sponsored by the New England Manufacturing Confectioners' Association at Massachusetts Institute of Technology. Portions of the class discussion are incorporated in the version printed herewith.

new kind of materials. It would probably be some years before they will be making starch jellies along the same line as we do in this country. In the United States we are importing millions of pounds of root starch. Why not try some of the new starches as produced in this country. I have at the moment in mind the new sweet potato starch. This starch is already meeting with considerable favorable acceptance by some confectioners.

Possibilities of Sweet Potato Starch

I have had a little to do with this Sweet Potato Starch and I am very much interested in seeing how it will react. My interest is primarily because it is an American product. If this war should go on for a long period of time, we might have considerable difficulty in getting any arrowroot, and other root starches. I think a great many of the physical properties of this Sweet Potato Starch are very similar to arrow root. For instance, I tried out a little bit in a cast cream and it will do the work there; viz., it will add moisture to the batch. I think if you use 1% and cook it right with the cream, you will find that it will help to hold that moisture. A great many claims have been made for it. I have not had an opportunity to try them all out but it will definitely do certain things. For instance, if you make a so-called frappé, it works much nicer than any other starch. One large manufacturer in the middle west is now using it for that purpose and he is delighted with his results. He has just contracted for a very large quantity to take care of his requirements. It will not bleed as readily as corn starch; in other words, if you takes the ordinary corn starch and cook it up with water and let it set overnight, there will be water gathered around on top. This Sweet Potato Starch does not do that nearly to the extent that corn starches do. The texture of Sweet Potato Starch is much finer. In comparing the cooking of Sweet Potato Starch and other starches, you will find that Sweet Potato Starch boils similar to a batch of hard candy doctored with cream of tartar. In other words, it does not foam nearly as much as other starches do while cooking. That is just the difference between Sweet Potato Starch cooking and a corn starch cooking. Furthermore, I cooked some jellies in the laboratory with this Sweet Potato Starch and they were as clear as crystal and much whiter. Now I am going to anticipate a question—"Why doesn't other white potato starch do the same work?" It doesn't because it has a peculiar odor and cooks differently. There are very fine potato starches, white potato starches, which come from Holland and other countries, but they have a peculiar odor, and taste differently, but this Sweet Potato Starch is practically sterile. It is pure white and there is one manufacturer in the middle west who now uses this Sweet Potato Starch exclusively and he is a volume production man and buys his requirements in careload lots.

It tends to give Mazzetta Cream more body and it will hold up longer. Some are trying it out in marshmallows, and you see it is somewhat hydroscopic, and you can keep that moisture in and that is what we are looking for—something that will keep moisture in and will not let it go. Sweet Potato Starch absorbs water more readily. The ordinary starch will readily absorb 1 gallon or 8 quarts of water. Sweet Potato Starch will take about 10 quarts and it does not like to disgorge it as readily as corn starch, but I think a great deal of work remains to be done with it.

But all this is of no avail if the candymen do not bring the production methods up to the new types of candy. It seems strange that the confectionery industry which at one time was placed at the head of the baking industry should now be trailing the baking industry.

I do not mean to infer that all branches of the candy business are not up to the minute in production. Take for example, jelly production. A number of firms are making these in a much more scientific manner than has ever been done in the past so that today they examine each car of cornstarch which they receive to determine the viscosity, and a number of firms are using refractometers. It has been found that this instrument is of aid rather as a batch control measure than as a definite method of determination of a specific jelly cook.

For example, if a portion of the corn syrup to go into the batch has been forgotten this would show on the refractometer and in this way a batch would be checked before it would be finished as to sanding, etc.

Improvements in Sanding Jellies

In regard to starch jellies, I find one of the most important processes during the manufacture is not so much in the ingredients you use, but what I think is the most important step is the sanding because that, after all, is going to be the first thing that the buyer is going to look at. In going around to various factories (and I think I was in all of them, or practically all of them, about three or four years ago), I found the greatest variety in the type of sanding that they did. One firm was not having the right kind of sanding and they were at that time turning out 10,000 pounds of jellies a day. We took every kind of jelly and prepared that with the different kinds of starch. In other words, this firm I believe did a business of 65 million pounds and they only make about 75 or 85 different varieties of candy, and to show what can be done if you get after it from a scientific angle, their daily production went from the 10,000 pounds a day in that summer to 100,000 pounds a day last year. Of these jellies, 50% are orange slices. Now, I think there is a great opportunity for some other candy than orange slices but I think the confectioners should use their "gray matter" and find one, and I think it is possible to do that.

To get back to the sanding of these jellies, we found that certain sugar refining companies had recommended their own sanding sugar. They were selling the sugar. It was their sanding sugar. It did a nice job for them but they did not know the candy man's problem; they did not know that he was steaming the sugar, that it had to stay dry as long as possible; that ordinary sanding sugar was not the kind they should have, that they should have a hard sugar of a certain size. So we went to work and tried to keep the sugar as dry as possible so that as little sugar as possible could get onto the jellies as they were made with as cheap materials as possible, so we tried to blow it up with dry warm air but this did not work so well. I am just mentioning that to show you what can be done if you do work along that line and I think that we are more and more going to go into re-steaming of the jellies. In other words, after they come out of the sander, have another steamer there and give them more steam of the correct type. They should not be steamed with super-heated steam. They should be steamed with a certain amount of wet steam and should be re-steamed with slightly super heated steam of certain pressure and in that way you

get a jelly which will have a sugar sealing so it will be almost like a crystal, and they will not dry out as quickly as ordinary jellies. If you use super heated steam for re-steaming that will also help dry the jellies more quickly before packing.

Truly, I feel that we are on the threshold of new candy and that the past will just be an experience to help us on the road to create new and different sweetmeats.

Milk and Derivatives

Important Today

Another product which has undergone great changes in production is milk of various types. Two of the larger milk products companies produce over 25 different types of milk and milk derivatives. Many of these types have been developed for the baking industry but in the last few years milk and allied products are being used to a larger and larger extent in the confectionery industry and demands in specifications are becoming more exacting. There appear to be two main divisions in the production of milk-product candies: the Eastern, or Atlantic Coast division, and the so-called Chicago District. The Mid-western District in the main has the advantage over the Eastern District in that it is near the base of supply, namely, closer to the famous Wisconsin, Minnesota, Illinois and Indiana farm centers where such a large percentage of milk and milk products are produced. Some people claim that 50% of the total milk product is produced right in this district.

In order to take care of the big complaint which so many confectioners have—namely, paying freight on sugar originally shipped from the coast as well as on the necessary water—this at any rate applies to the average condensed milk which is used by the confectioner. As you know, the average condensed milk analyses approximately as follows: 30%—Serum Solids; 40%—Sugar; 30%—Water.

It is, therefore, natural that there have been produced some very fine milks containing less water—milk such as, shall we call them, plastic milks, or milk solids, which run much lower in sugar and moisture content and hence are actually a very good buy from the manufacturers' standpoint. One of the best known plastic milks, I might mention, contains approximately 13% butterfat, 35-37% serum solids, 30% sugar and 20% to 22% moisture.

All of these milks are for the most part used for a caramel type of candy or for butter creams, butterscotch, fudge, etc.

Quite recently a new type of condensed sweet cream buttermilk was put on the market, analyzing, approximately speaking, 40% sugar, 27½% serum solids, 2½% butterfat and the balance moisture. Some confectioners have found that a product of this kind is especially well adapted to butterscotch, for with the addition of a certain amount of real butter a really delicious confection could be produced.

Buttermilk does not have the serum solids, viz., the milk body that ordinary condensed milks and other milks have, because some of these serum solids have been removed, but it does have a very fine flavor and it imparts a smoothness to the candy which condensed milk does not do in making butterscotches. Of course, the finest butterscotches are made without any condensed milk or anything like that but then, that is a matter of opinion. I mentioned this powdered buttermilk. There are some people of the opinion that the lecithin in it is negligible. However, we find that where they do consider it scientifically, they notice that there is an advantage in that the whole mass emulsifies more quickly

due to the fact that powdered buttermilk has 1.63% lecithin and they have also found that it does have a fine flavor.

Evaporated milk will make a fine confection, but for the large manufacturers it is always a bit expensive due to the packaging.

Powdered Milk

All of this brings me to my "pet" in the milk industry—namely, powdered milk. In the chocolate manufacturing industry it has been found that for a moderate or cheap coating powdered sweet cream buttermilk does a fine job. By sweet cream I mean just that—as sweet as you use for your coffee on the table analyzing, approximately speaking, 5%-6½% butterfat, 50% lactose, 35% protein, 6½% minerals, 3½% moisture. This product is usually manufactured by the so-called Spray or Roller process, though various firms claim certain advantages for their particular products. The beauty of this powdered sweet cream buttermilk is that it seems to have a richer flavor and is very rarely assimilable. Also not to be forgotten is the lecithin content found in this milk. It is, of course, understood that whole powdered milk with 26% butterfat will make a finer, richer chocolate than the less rich article. You all know that whole milk powder has gone up considerable in price. It was my good fortune to be retained by the American Dry Milk Institute to do some research work in the development of candy from powdered skim spray and roller milk. This milk, now called "Dry Milk Solids," analyzes approximately speaking: Moisture 3%, fat 1½%, protein 26½%, lactose 51%, and ash 8%.

Most of the dairies in the U. S. are affiliated with this Institute. That is, they clear their milk through the Institute, and to give you an idea as to the volume of milk handled that way I will say that last year they handled, or cleared, if you will, over 400,000,000 pounds of this skim powdered milk; about 200,000,000 pounds of this is received by the baking industry, possibly ¼th of the total by the sausage manufacturer, some for poultry feed and, relatively speaking, a small amount for the confectionery industry.

Just recently I attended a convention of the Dry Milk Institute and while there, was much interested to see what had been done in the propagation of larger species of chickens through the feeding of milk to this poultry. They had chickens there that were as large as good-sized turkeys, but I was interested to note that the eggs did not seem much larger than the average egg which the average chicken lays. However, it just serves as a guide to show, when everything is said and done, milk is one of the most important articles of food there is.

It seems to me it would behoove the candy maker to investigate dry powdered milk, especially those manufacturers located in the East and South. Laboratories in various parts of the United States are making great progress in the reconstitution of powdered milk. In certain major size factories great progress has already been made. So much so that other types of milk have been eliminated. I leave the use of these powdered milks to your consideration. You do not pay freight on sugar and water and get the milk in the most concentrated form.

I have met a great many confectioners who said that they tried out this powdered milk anywhere from two to ten years ago but not since because they experienced considerable difficulty. You must remember that great progress has been made since then.

(Part II will follow in December)

"SWEETEST DAY" FAIRLY SUCCESSFUL



To the Winners Go the Prizes. New York's "Sweetest Girl", Miss Patricia Hartnett, Receives the Winner's Award from the Hands of Dick Powell, Movie Player. While Miss Cecilia Mulrooney and Miss Nita Schumacher, Runners-Up, Look on with Interest.

"SWEETEST DAY" in 1939, while promoted on perhaps a less ambitious scale than in former years, nevertheless was brought to the attention of more people, individually, than in any previous year.

Outstanding in this year's program was the fact that the "day" was featured at two great world's fairs, in San Francisco and in New York. The California observance took place earlier in the season when a special "Sweetest Day" at the Golden Gate Exposition was observed during the convention of the Western Confectioners Association in May. On this occasion every person entering the fair grounds was given a free bar. Almost 100,000 bars were given away, according to reports. A gigantic public meeting was also held on the fair grounds at which time doctors, dentists, dieticians, athletic coaches and others told the audience about the merits of candy in the diet. These talks were also put on the radio.

At the New York World's Fair, "Sweetest Day" was observed on October 21, which was the date established for official observance this year. This was the first time that the "day" was observed in New York City. While a very ambitious program was originally planned by the New York committee headed by A. B. Hoppe of Loft,

Inc., and William C. Kimberly, of the New York State Candy Manufacturers Association, activities were curbed as a result of a change in world conditions. Nevertheless, the observance in New York was outstanding.

At the World's Fair grounds on October 21, the largest single event was the "Sweetest Girl" contest, held in the Court of Peace. A great audience turned out for the contest, as did a large group of contenders for the honor of being "sweetest girl" in New York. A distinguished panel of judges, including Dick Powell, movie star, and two of America's best-known illustrators, Arthur William Brown and Bradshaw Crandall, judged the 44 contestants in the event. The winner chosen was Miss Patricia Hartnett, an employee of the American Maize Products Company.

Second place went also to an American Maize girl, Miss Cecilia Mulrooney. Third place went to Miss Nita Schumacher, an employee of W. F. Schrafft & Sons Corporation. The accompanying illustration shows the three winners with Dick Powell. Girls in the contest represented 30 firms in the New York area.

A large crowd jammed the Court of Peace to admire the contestants, some of whom came dressed in costumes

representing the products of their firms, while others came in street dress or formal evening attire. The winner, Miss Hartnett, received a handsome 21-jewel watch and other prizes. The runners-up also received watches and miscellaneous gifts.

In addition to the contest on the Fair grounds, the "day" was celebrated throughout New York by individual firms. Mayor Fiorello LaGuardia addressed to the committee a letter in which he expressed, on behalf of the city administration, appreciation for the 20,000 boxes of candy distributed to the children of families on relief. The boxes were prepared under the supervision of the Sweetest Day committee and contained candies contributed for this purpose by various firms.

Buffalo Observance Done Individually

Observance of "Sweetest Day" in Buffalo, usually sponsored by the Buffalo Confectioners Association through a committee headed by T. H. Merckens, was accomplished without a co-operative program this year. According to Mr. Merckens, the publicity and participation in the day suffered as a result, although considerable work was accomplished.

All advertising was left to the individual firms, and some of the houses did a considerable bit along this line and evidently profited accordingly. However, the punch of a concerted movement was missing, and the results were disappointing.

Activities of the Association consisted of gathering about 2,000 pounds of candy which was packed in boxes containing 7 ounces each and distributed to the inmates of 25 institutions, the same as in former years. Altogether, 4,500 of these little boxes were distributed. Candy, boxes and cash were donated by confectioners and supply firms in the Buffalo area. "The experience in Buffalo," writes Mr. Merckens, "again demonstrates to confectioners that if they wish to help themselves, they will have to do some work and not leave it to one or two individuals."

Cleveland Observance Called Success

Tens of thousands of unfortunate people in Cleveland were made happier on "Sweetest Day," through remembrances received as a result of the co-operative program for observance of the "day" sponsored by Cleveland confectioners and supply firms.

According to William M. Hinson, secretary of the Cleveland Sweetest Day Committee, stores cooperating in the advertising and promotion program before and on October 21, report that from 15 to 50 per cent more gifts were purchased this year than last by thoughtful Clevelanders who were following the Sweetest Day slogan, "Make Someone Happy." The day was pronounced a complete success by shop-keepers, customers and gift-receivers alike.

Cleveland claims the honor of being the home of the Sweetest Day idea, which was first observed there 17 years ago, according to Mr. Hinson, who received a number of telegrams of enthusiastic success from other cities observing the day. "This just makes us anxious to work all the harder to make Sweetest Day a bigger event than ever next year," he said.

Chicago Observance Left to Individuals

No concerted program for observance of "Sweetest Day" was instituted in Chicago this year, the promotion

and advertising of the day being left to individual firms. It was noted that a goodly number of stores and shops called attention to the "day," both in their newspaper advertising as well as by means of window and door stickers carrying the slogan "Make Someone Happy."

Manufacturer-retailer stores were of course the ones to cash in heaviest on the day, and particularly those located in or near the "loop" area, although stores in suburban districts also report good volume. The results generally were reported to have been only fair, however.

Local retail manufacturers expressed regret that this year's "Sweetest Day" promotion was not a concerted movement, as they feel that a cooperative movement, permitting the use of dominant newspaper and billboard space for advertising, would gradually make the average Chicagoan conscious of this "day," as has been done in Cleveland and other towns. It is very possible that after this year's experience, the entire candy trade in Chicago will next year and in future years plan on a co-operative promotion for the day.

Detroit Gives Away Candy

Although Detroit, too, had no concerted program this year, quite a number of candy outlets, and particularly those of the retail manufacturers, featured "Sweetest Day" in their displays and in newspaper advertising. One of the features of the day's program was the presentation of 4,000 small boxes of candy to inmates of various institutions in the city by the Sweetest Day Committee.

In Philadelphia "Sweetest Day" had no organized backing, yet numerous leading candy firms observed the day with individual specials and merchandising campaigns through their own outlets. One factor that reacted against better volume was the fact that there was no big-time football game in the city on October 23. A game would have affected the volume of shops in the downtown and North central sections, since these outlets always benefit when either Temple University or Pennsylvania play "at home" games.

FIRE DESTROYS RUNKLE PLANT

Fire of uncertain origin ruined the plant of the Runkle Candy Co., Kenton, Ohio, early this month. Large quantities of sugar and other raw materials were also destroyed, as well as much finished candy awaiting shipment on Christmas orders. The plant was rebuilt and modernized just nine years ago.

Price Candy Company, Kansas City, Mo., announced recently that it has completed arrangements to take over the candy department in Gimbal's store at Milwaukee, Wis. Price Candy already operates the candy departments in Gimbal's, New York City, and Lit Brothers, Philadelphia.

Fred Irish, who is well known in candy production circles, was recently made superintendent of the candy manufacturing division of Safeway Stores, Los Angeles, Cal.

"Profitable Showmanship" is the title of a new book on merchandising written by Kenneth Goode and Zenn Kaufman. Authors of an earlier work, "Showmanship in Business," Goode and Kaufman have built their new book around a 12-point formula so that no matter what the situation, the reader will know how to apply the principles of showmanship to it.

WHOLE MILK

Evaporated and Condensed Varieties

Ninth of the Analytical Studies of Candy Raw Materials

By K. E. LANGWILL

MILK which is often designated as a perfect food due to its fat, carbohydrate, protein, mineral and vitamin content, is a basic ingredient used extensively in the manufacture of fudge, caramels and toffee. Because of its high moisture content and ease of decomposition, there has always been the problem of keeping it fresh and sweet. Perhaps it was an attempt to solve this problem that led people years ago to experiment with different methods of reducing the percentage of water present and thereby increasing the total milk solids. It was not until 1856 that Gail Borden obtained a patent for the process of condensing milk in vacuo to a semi-fluid liquid and by 1858 this product was offered for sale to the inhabitants of New York City and Brooklyn for the sum of 25 cents a quart.

Condensed Milk (Sweetened)

Fluid whole milk as it is received in the plant is weighed, filtered, cooled and run into a holding tank. When the desired amount has been received, the fat and solids-not-fat of this mixture are determined and adjusted to the correct proportion. This is more or less governed by federal law which states that sweetened condensed whole milk must contain not less than 8% of milk fat and not less than 28% of total milk solids. The amount of sugar (sucrose) to be added to obtain the desired ratio of sucrose to total milk solids has to be calculated as well. Refined dextrose may be used to replace some of the sucrose and thus give a less sweet finished product. Dextrose has the property of depressing the solubility factor of lactose. For that reason, if too much dextrose is employed, a sandy product results unless the moisture in the sample is allowed to increase accordingly.

The first step in the actual manufacturing process is to heat the milk to a sufficiently high temperature to destroy bacteria, yeasts, molds and enzymes. The temperatures employed vary widely, yet one which gives maximum stability of the milk and freedom from objectionable scorching is most satisfactory. Only after this pre-heating period is the sugar added since its presence seems to have a protective influence on some of the enzymes and renders them more resistant to heat. The purpose of adding the sugar is to preserve the milk without the necessity for sterilization by heat, therefore, none but the best quality of refined sugar is permissible in order to eliminate possible contamination of the milk at this point.

General practice is to dissolve the sugar in the hot milk. Since it is absolutely essential that all the sugar crystals be dissolved, some manufacturers first dissolve

the sugar in water, making a heavy syrup, and then run this into the vacuum pan along with the milk. The disadvantage of this method lies in the extra equipment and labor necessary to prepare the syrup as well as the introduction of more water which must be driven off later.

The temperature of the milk in the vacuum pan should be kept relatively low to preserve in the condensed milk the natural flavor and color of fresh milk. The temperature range is generally between 130-145°F. When the milk, boiling under vacuum, approaches the desired consistency, a sample is drawn off and its density at a predetermined temperature is taken by means of a hydrometer. Some manufacturers have found the refractometer satisfactory in checking the uniformity of successive batches. Once the correct density is observed, the milk is drawn off immediately and cooled to avoid excessive thickening and darkening in color.

Upon the method of cooling, depends to a large measure the smoothness of texture of the finished product. Large aggregates of lactose (milk sugar) crystals cause sandiness in condensed milk, when the concentration is such that lactose can not stay in solution. By the time the cooling is completed, there should be formed such a multitude of small crystals that the state of supersaturation in the warm milk is changed to a state of saturation. This eliminates the possibility of further crystal growth. Mass crystallization, as it is sometimes called, may be accomplished by retarding and prolonging the cooling under continued vigorous stirring when the temperature has been lowered to the point where crystallization of lactose is most rapid or by seeding the milk with milk sugar crystals. If the condensed milk is to be put in storage for any length of time, it is advisable to cool it below 60°F, but if it is to be canned or sold in bulk immediately, cooling to approximately 65°F is sufficient.

The possible close control of condensed whole milk to conform with government regulations is amply illustrated by the analysis of samples No. 1 and No. 2 given below. Sample No. 3 is a sweetened condensed milk which contains approximately 5% more milk solids, is slightly thicker than Nos. 1 and 2 but still flows freely.

	No. 1	No. 2	No. 3
Lactose	10.43%	9.95%	13.59%
Protein	7.88	8.22	8.33
Fat	7.98	8.30	9.35
Ash	1.66	1.72	1.74
Total Milk Solids.....	27.95	28.19	33.01
Moisture	26.32	25.47	26.65
Sucrose	46.32	46.47	40.42
	100.59	100.13	100.08

Concentrated Condensed Milk

There are on the market under various trade names concentrated milk products which contain up to as high as 50% of whole milk solids, along with sugar and moisture. When condensing to such a high concentration of milk solids, the problem of keeping the milk from becoming such a thick mass that it is impossible to reduce the moisture content to approximately 20% presents itself. Since this thickening is due to partial coagulation of the milk proteins, two factors must be given careful attention, namely, acidity and temperature. It is well known that the fresher the milk the lower the acidity. In some processes of condensing the temperature of the milk never goes above 110°F, which tends to preserve the flavor and color of the original milk.

Some of these milk products contain added corn syrup, the detection of which offers an interesting problem to those analytically minded. Below are the analytical data on four samples of concentrated milk. No. 1 was known to contain no corn syrup, No. 2 was the same milk to which 5% of corn syrup had been added, No. 3 was the same milk to which 10% corn syrup had been added and No. 4 was the unknown sample.

	No. 1	No. 2	No. 3	No. 4
Moisture	20.39%	19.96%	19.57%	16.09%
R.S.B.I. calculated as lactose	19.46	21.80	23.88	22.00
R.S.B.I. calculated as invert	12.74	14.34	15.76	14.48
Sucrose	31.79	28.63	26.98	29.94
Protein	13.91	13.33	12.63	11.55
Fat	13.56	12.81	12.13	16.32
Ash	3.01	2.79	2.65	2.46
Polarization of N/2 invert solution at 87°C.	+ 7.0°V	+ 11.5°V	+ 15.7°V	+ 15.0°V
Polarization of 10% solution after fermentation at 20°C.	+ 5.3°V	+ 7.4°V	+ 9.2°V	+ 8.8°V
Reducing sugars after fermentation calculated as lactose	17.05%	18.09%	17.80%	16.54%
Polarization equivalent to this amt. of lactose (Calc.) ...	+ 5.2°V	+ 5.5°V	+ 5.4°V	+ 5.0°V
Dextrin (Calculated) —	1.66%	3.33%	3.33%	3.33%

Interpretation of Results

Proof of the fact that sample No. 4 must have contained approximately 10% of corn syrup is based on two figures, namely, the polarization of a half normal invert solution at 87°C and the polarization of a 10% solution at 20°C after fermentation. The first figure does not give as conclusive evidence as the second because in this calculation of corn syrup certain assumptions are made. It is assumed that had the sample contained no corn syrup, it would have polarized approximately the same as sample No. 1 under identical conditions. If that is true, the difference between the polarization at 87°C of sample No. 4 and sample No. 1 is due entirely to corn syrup. This difference divided by the polarization of a half normal invert solution of corn syrup (84.4°V) at 87°C and multiplied by 100 indicates that 9.47% was present in the sample.

After fermentation, the only reducing substance left in the solution is lactose. Since some of the lactose may have been destroyed by the yeast, it is necessary to determine the quantity which remains. The positive polariscope reading for the clarified fermented solution is due both to the dextrin of the corn syrup and the lactose. Once knowing the percentage of lactose, however, its equivalent in Ventze degrees may be calculated and sub-

tracted from the polarization obtained by direct reading. This difference when multiplied by the factor 0.8755 gives us the percentage of dextrin. In this case, sample No. 4 proved to have the same quantity as sample No. 3 which would indicate that 10% of corn syrup had been added to No. 4. Other indications of the presence of corn syrup would be the high percentage of reducing sugars before inversion and the low ash. However, after January 1, 1940, the candy manufacturer will not have to worry as to whether the milk product he is purchasing contains corn syrup or not. Following that date, unless products have been covered by standards issued by the Secretary of the Department of Agriculture, all ingredients will be stated on the label and the confectioner can adjust his formulae accordingly.

Evaporated Milk

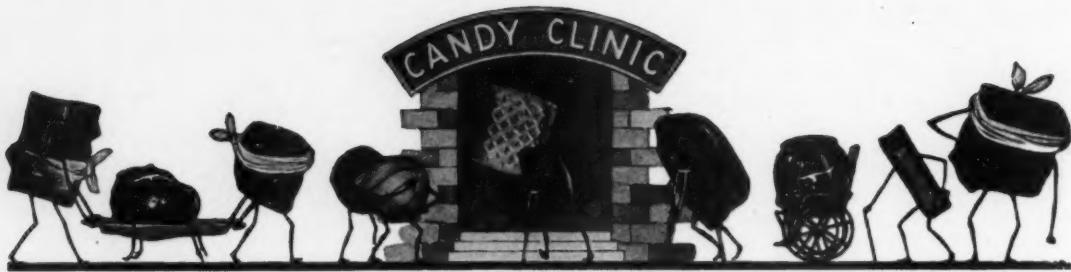
In manufacturing evaporated milk, the quality and normality of the fresh milk is of greatest importance due to the influence these factors have on the behavior of the milk when it reaches the sterilizer. The milk is first heated to near the boiling point and held there for 10 to 15 minutes before it is run into the vacuum pan. The condensing process is similar to that employed for the sweetened condensed milk but the evaporated milk is not condensed to as high a concentration. Sampling and testing for correct density of this milk is much more easily accomplished than with the syrupy sweetened condensed milk. According to federal law the total milk solids must not fall below 25.5% nor butter fat below 7.8%.

When the evaporated milk has reached the desired concentration, it goes to the homogenizer where fat globules are divided into such small units that their buoyancy is no longer sufficient to overcome resistance of surrounding liquid and they remain equally distributed throughout the whole mass. Homogenizing also increases the viscosity of the evaporated milk which further impedes possible movement of the fat globules. The milk should be promptly canned and sterilized but if this is impossible at the moment, it should be cooled below 40°F.

Sterilization is necessary to kill all germ life and preserve the evaporated milk permanently. A product which carries as much moisture as 73% is very susceptible to the growth of micro-organisms. The conditions existing in evaporated milk are quite different from those in sweetened condensed. In the sweetened variety, the moisture is usually between 25 to 30% which, with the high concentration of milk solids, does not furnish a very satisfactory medium for bacterial development. Nevertheless it does not prevent the growth of many types but this is taken care of by the high percentage of sugar added. The thick syrup which is formed tends to draw the water from the cells of the micro-organisms by osmotic pressure and the result is that the metabolism of the cell is disturbed to such an extent that it can not develop normally.

The sterilizing of evaporated milk is a delicate operation since excessive heat and too long exposure to the sterilization temperature will darken the finished product. The addition of excessive amounts of sodium bicarbonate to neutralize the milk increases this tendency towards a brownish color. During sterilization a soft curd of coagulated casein may be formed. For that reason, after cooling, the cans are placed in shaking machines for a definite length of time. The canned evaporated milk is

(Turn to page 38, please)



THE INDUSTRY'S CANDY CLINIC

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus avail-ing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "pre-scriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

CORDIAL CHERRIES -- 1¢ PIECES

CODE 11A39

Cordial Cherries—1 lb.—39c

(Purchased in Chicago, Ill.)

Appearance of Package: Good.

Box: Two layer, full telescope, printed in buff, red, green and blue. Cellulose wrapper.

Appearance of Box on Opening: Good.

Coating: Dark.

Gloss: Good.

Strings: Good.

Taste: Fair.

Center: Cherries: lacked flavor.

Cordial: Fair, lacked flavor.

Remarks: Suggest a good cherry flavor be used in cordials, as piece lacked flavor.

CODE 11B39

Cordial Cherries—1 lb.—\$1.25

(Purchased in a candy store, San Francisco, Cal.)

Sold in bulk.

Coatings: Light and Dark.

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Cordial: Good.

Cherries: Good.

Flavor: Hardly any.

Remarks: Suggest a good oil of cherry be used in the cordial. Cherry also lacked flavor. Soak cherries in a syrup flavored with cherry a few days before dipping.

CODE 11C39

Panned Coconut Squares—

1½ ozs.—5c

Purchased at a candy stand, San Francisco, Cal.)

Appearance of Package: Good. Cellulose bag printed paper clip on top.

Size: Good.

Colors: Green too bright; balance good.

Center: Color: Good.

Texture: Tough.

Flavor: Good.

Remarks: Center is too hard and tough. Suggest center be cooked lower as it spoiled the eating qualities. Use less green color in the green piece.

CODE 11D39

Chocolate-Coated Chew— about 1 oz.—1c

(Purchased at a candy stand, San Francisco, Cal.)

Appearance of piece: Good.

Size: Good.

Wrapper: White printed in yellow and red.

Coating: Fair.

Center:

Color: Good.

Texture: Good

Flavor: Good.

Remarks: A good eating 1c chew. Piece is well made.

CODE 11E39

Chocolate-Coated Cream Mint—1c

(Purchased in a chain store, San Francisco, Cal.)

Appearance of Piece: Good. Foil wrapper printed in green.

Coating: Dark.

Center:

Texture: Tough and cream is too short.

Flavor: Good.

Remarks: Suggest cream be checked up as it did not eat good. Center would look better if it were white, instead of green.

CODE 11F39

Assorted Jelly Beans—2 ozs.—5c

(Purchased at a candy stand, San Francisco, Cal.)

Appearance of Package: Good. Printed tray, cellulose wrapper.

Colors: Good.

Panning: Good.

Texture: Good.

Centers: Good.

Flavors: Good.

Remarks: The best jelly beans that the Clinic has examined for some time.

CODE 11G39

Southern Brittle—1 lb.—50c

(Sent in for analysis)

Appearance of Package: Good.

Box: Full telescope, buff printed in green and brown, Southern Hut scene, cellulose wrapper.

Appearance of Box on Opening: Good.

Brittle is made the same as peanut brittle, replacing peanuts with Benne seed. Benne seed is a small white seed that has very little flavor.

Color: Good.

Texture: Good.

Flavor: A trifle too much of baking soda.

Remarks: Suggest less soda be used. Brittle is "different" and good eating. Well packed and received in fine condition.

CODE 11H39

**Chocolate Panned Caramels—
2 ozs.—5c**

(Purchased at a news stand,
Boston, Mass.)

Appearance of Package: Good.
Size: Good.
Container: Folding box — Yellow
printed in red, cellulose window.
Coating: Good.
Panning: Good.
Texture: Good.
Flavor: Good.
Center:
 Color: Good.
 Texture: Good.
 Flavor: Good.
Remarks: Something new in a caramel
piece, well made and of good quality,
should be a good 5c seller.

CODE 11I39

**Chocolate-Coated Vanilla Fudge
Bar— $\frac{3}{4}$ oz.—1c**

(Purchased in a delicatessen store,
Weehawken, N. J.)

Appearance of Piece: Good.
Size: Good.
Wrapper: Printed bag. Neat and attrac-
tive.
Coating: Fair.
Center:
 Color: Good.
 Texture: Good.
 Flavor: Good.
Remarks: Coating is not up to the
standard of some used on penny
pieces.

CODE 11J39

**Chocolate Panned Raisins—
 $\frac{1}{4}$ ozs.—5c**

(Purchased in chain drug store,
Chicago, Ill.)

Appearance of Package: Good.
Size: Good.
Coating: Light; Good.
Raisins: Large size.
Texture: Good.
Flavor: Good.
Remarks: The best 5c package of
panned raisins that the Clinic has
examined this year, well made and
good eating.

CODE 11K39

Cordial Cherries—1 lb.—29c

(Purchased in chain drug store,
Chicago, Ill.)

Appearance of Package: Fair.
Box: Two layer full telescope folding,
printed in red, brown, green and blue.
Cellulose wrapper.
Appearance of Box on Opening: Fair.
Coating: Dark.
Color: Fair.
Gloss: Fair.
Strings: None.
Taste: Very cheap.
Center: Cordial cherry: good, but

CANDY CLINIC SCHEDULE FOR 1940

The monthly schedule of the Candy Clinic is listed below.
When submitting items, send duplicate samples by the 1st
of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-Pound Boxes of Chocolates

MAY—Easter Candies and Packages; Molded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

**OCTOBER—Home Mades: 5c-10c-15-25c Packages Different
Kinds of Candies**

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

**DECEMBER—Best Packages and Items of Each Type Consid-
ered During Year; Special Packages; New Packages**

lacked flavor.

Remarks: Suggest a good cherry flavor
be used in center as it was almost
tasteless. Box is very cheap looking.

CODE 11O39

**Molasses Peanut Butter Bar—
 $\frac{3}{4}$ oz.—1c**

(Purchased in a delicatessen store,
Weehawken, N. J.)

Appearance of Piece: Good. Printed
yellow wax paper wrapper.
Size: Good.
Jacket:

Color: Good.
 Texture: Good.
 Flavor: Good.
Center: Peanut butter had a strong
taste.
Remarks: This would be a good eating
piece if the center were not partly
rancid.

CODE 11M39

**Peanut Butter Cubes
5 pieces—1c**

(Purchased in a candy store,
Weehawken, N. J.)

Appearance of Package: Good.
Size: Good.
 5 Pieces, each wrapped in printed
 wax paper.
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: A good eating molasses
piece. Suggest a trifle more peanut
butter be used as peanut could hardly
be tasted.

CODE 11N39

**Chocolate Coated Jelly—
About 16 to the lb.—1c**

(Purchased at a news stand,
Weehawken, N. J.)

Appearance of Piece: Fair. Printed
wax wrapper.
Size: Good.
Coating: Dark; Fair.
Center: Color: Good.
 Texture: Good.
 Flavor: Fair.
Remarks: Suggest a brighter wrapper;
also more flavor in the center.

CODE 11L39

Licorice Candy— $\frac{3}{4}$ oz.—1c

(Purchased at a news stand,
New York City)

Appearance of Piece: Good. Printed
glassine wrapper.
Size: Good.
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: One of the best 1c licorice
pieces that the Clinic has examined
this year.

CODE 11P39

**Cordial Cherry—About
16 to the lb. 2c**

(Purchased in a railroad station,
Hoboken, N. J.)

Appearance of Piece: Good. Printed
foil wrapper.
Coating: Dark; Good.
Center: Cordial; Good.
Flavor: Good.

Cherry: Tender and good flavor.
Remarks: This is a good eating cherry piece, but a trifle high priced at 2c each.

CODE 11Q39

Chocolate Peanut Bar— About 15 to the lb.—1c

(Purchased at a cigar stand,
New York City)

Appearance of Piece: Good. Plain tissue
wrapper.

Size: Good.

Coating: Light: Good.

Peanuts: Well roasted.

Remarks: A good eating peanut and
chocolate piece. The best piece of
this kind that the Clinic has examined
this year. Suggest piece be wrapped
in foil.

CODE 11R39

Cordial Cherries—1 lb.—49c

(Purchased at a candy store,
New York City)

Sold in bulk.

Each piece wrapped in printed wax
paper.

Coating: Light: Good.

Center: Cordial: Fair.

Flavor: Hardly any.

Cherry: Tender but lacked flavor.

Remarks: Suggest a good cherry flavor
be used as cordial and cherry lacked
flavor.

CODE 11S39

Assorted Hard Candy Drops—

¾ oz.—1c

(Purchased at a cigar stand,
New York City.)

Appearance of Package: Good.
Size: Good.

Drops are wrapped in wax paper

then foil and outside printed paper
band.

Colors: Good.

Flavors: Good.

Remarks: A neat and attractive pack-
age of hard candy drops, almost as
large as a 5c package. The profit, if
any, no doubt, is very small for the
manufacturer.

CODE 11T39

Cordial Cherry—About 16 to the lb.—1c

(Purchased in a department store,
New York City)

Appearance of Piece: Good. Colored
foil wrapper.

Size: Good.

Coating: Dark: Good.

Center: Cordial: Good.

Flavor: Good.

Cherry: Tender and of good flavor.

Remarks: The best 1c cordial cherry
that the Clinic has examined this
year.

CODE 11U39

Butterscotch—½ oz.—1c

(Purchased in a lunch room,
New York City)

Appearance of Piece: Good. Printed
outside paper band, inside wrapper of
wax paper.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: The best 1c butterscotch
piece that the Clinic has examined
this year. Piece is well made and
had a fine butter taste.

CODE 11V39

Milk Chocolate Pecan Bar—

1⅓ ozs.—5c

Sent in for analysis.

Appearance of Bar: Good. Inside foil
wrapper, outside brown band printed
in gold.

Size: Good.

Chocolate:

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: This bar was found to be
in good condition and the best bar
of its kind on the market.

CODE 11W39

Peanut Butter Blossom—

1/16 ozs.—1c

(Purchased in a candy store,
New York City)

Appearance of Piece: Good. Bag printed
in brown and yellow.

Size: Good.

Coating: Light: good for a 1c seller.

Center:

Texture: Good.

Taste: Good.

Remarks: This is one of the best 1c
sellers that the Clinic has examined
this year. Well made and good eat-
ing.

CODE 11X39

Chocolate Panned Peanuts—

½ oz.—1c

(Purchased at news stand,
New York City)

Appearance of Package: Good. Printed
folding box.

Size: Good.

Coating: Light: Good.

Peanuts: Well roasted and good eat-
ing.

Gloss: Good.

Panning: Good.

Remarks: A well made panned peanut
and of good quality for a 1c seller.

CODE 11Y39

Assorted Sugar Wafers—

½ ozs.—1c

(Purchased in a railroad depot,
Boston, Mass.)

Appearance of Package: Good. Wrap-
per printed glassine.

Size: Good.

Colors: Good.

Texture: Good.

Flavor: Fair.

Remarks: Wafers are well made, but
flavors are only fair. We cannot ex-
pect too much for 1c.

CODE 11Z39

Toffee—3 pieces—1c

(Purchased in a cigar store,
Boston, Mass.)

Appearance of Piece: Good. Wrapper
printed wax paper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: While this piece is not a
true toffee it is a good eating piece.

CODE 11AA39

Banana Caramels—5 for 1c

(Purchased in a candy store,
Boston, Mass.)

Appearance of Piece: Good. Wrapper
printed wax paper.

Color: Good.

Texture: Good.

Flavor: Fair.

Remarks: Suggest about one half as
much flavor be used, as the flavor is
so strong it leaves a bad taste in the
mouth.

CODE 11BB39

Chocolate-Coated Caramel, Fudge & Peanut Bar—½ oz.—1c

(Purchased in a railroad depot,
Boston, Mass.)

Appearance of Bar: Good.

Wrapper: White printed in brown,
yellow and blue.

Size: Good.

Coating: Good.

Center: Good.

Remarks: One of the best 1c pieces
on the market, well made and of
good quality for a 1c seller.

CODE 11CC39

Salted Peanuts—¾ oz.—1c

(Purchased in a railroad depot,
Boston, Mass.)

Container: Folding box, yellow printed
in red and blue.

Spanish Peanuts: Roast: Good.

Texture: Good.

Salting: Good.

Remarks: The best 1c package of pea-
nuts that the Clinic has examined for
some time.

(Turn to page 33, please)

THE Standard



**CITRUS PECTIN
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EDITORIAL

Candy and the War

MIXED feelings fill the minds of American confectionery manufacturers as they follow with interest the latest developments of the European situation. There is a feeling of temporary relief, for instance, inasmuch as the war removes for the present the threat of foreign competition in a market which has been, up to the time of the new tariff set-up early this year, comparatively free of foreign goods. That the lowering of the tariff did not affect this market to any great extent up to the time of the outbreak of hostilities may be at least partly ascribed to the fact that the west European countries were preparing for the eventual outbreak of war and were, if not articulately in all cases, at least tacitly in most, conserving their resources, especially foods and food materials. It is a fact, however, that American confectionery manufacturers were without a real weapon against this threat of foreign competition which was thrust upon them without too much warning and without a real opportunity for them to be heard. So the war situation gives the Confectionery Industry in this country an opportunity to repair its competitive fences in anticipation of the day when foreign candy may become a real factor in our markets. We say, it gives them that opportunity, but so far there has been little evidence that much is being done in this direction.

On the other hand, the technically minded, the scientists and the quality minded view with sincere regret a situation which again cuts them off completely from contact with like minded European manufacturers and supply and equipment sources. This feeling is not confined entirely to our Industry, but affects every American industry whose progress depends on the free interchange of information and scientific data with foreign countries. But there are reasons why the war affects our Industry more than others.

We cannot expect an upswing in business because of the war, for we have nothing for the warring nations as have the heavy industries and some of our food manufacturers. Further, the confectionery industry was born in Europe, and while we have applied to it the typical "American touch"—volume production—much of the scientific development affecting quality and more efficient production still comes from the English cocoa and chocolate experts, the German machinery and fancy candy specialists, from the south European and African flavor and essential oil sources, etc. Our Industry will not stagnate without these, of course, but it will lose both because of the almost complete cessation of confectionery production activity in the warring countries and because of the difficulties in communicating with the belligerents as well as with their neutral neighbors.

Weighing these disadvantages against the benefits, quite apart from any consideration of the political or

sociological questions involved in the conflict, the American confectionery industry will hope, we believe, that hostilities will soon cease so that trade and commerce can again be re-established between America and the European nations.

"Thanks Day"

ON ANOTHER page in this issue is a description of a merchandising idea which Pangburn Company of Fort Worth, Texas, is promoting for their Thanksgiving trade. It is an inspiration to find a manufacturer giving so much thought to a new promotion idea which will bring candy to the attention of the consumer on holidays other than Christmas and Easter. These two holidays have always been big candy seasons, candy being traditionally associated with them, but some of our other holidays have been largely overlooked. Thanksgiving, particularly, has been anything but a candy-selling holiday, with the turkey and cranberries and pumpkin pie being tied-in with the day to the exclusion of almost everything else, especially candy.

Finding a theme on which to base Thanksgiving candy promotion was not an easy thing; as a matter of fact, the Pangburn tie-in smacks of pure inspiration. Making Thanksgiving a real "thanks day" by giving a gift of candy to friends, neighbors, co-workers and all others who make our life a little more pleasant is a concrete way of expressing appreciation which is not always possible at the time favors are received or friendly acts obtained.

This idea is no way conflicts with "Sweetest Day" which has been so successfully promoted in various parts of the country. To be sure the "Thanks Day" idea does not offer the opportunity for press publicity, etc., which has become a traditional complement of "Sweetest Day." With its slogan of "Make Somebody Happy," the "Sweetest Day" idea is directed more toward the sick, the unfortunate and the needy, and the whole promotional plan is slanted along that line. The "Thanks Day" idea is directed to those persons to whom the candy customer owes a debt for favors received, for service rendered, for pleasure enjoyed. It enfolds the neighbor, the host, the doctor and nurse, the secretary, the brother or sister—in short, all those who contribute to our well-being each day of our life.

We believe this "Thanks Day" idea has national possibilities for a general candy industry promotion at Thanksgiving time. Perhaps the associations representing the two divisions of our industry, the retail manufacturers and the wholesale manufacturers, could work out an industry-wide program on this theme which could be put into practice in 1940. It should be a co-operative effort in which the entire confectionery industry would participate, and to which a national campaign, short but intensive, would call the attention of candy customers.

SUPPLY FIELD NEWS

LARGE SHIPMENT OF COCONUT OIL

Wecline Products, Inc., New York, recently made a large shipment of coconut oil to one customer. The shipment required 15 freight cars, and the train hauling



the oil is shown in the accompanying illustration. The company reports that the sale of its hards fats, coconut oils, and shortening are excellent, markedly so in the confectionery industry.

One of those aboard the S. S. Conte di Savoia returning recently from Europe was Dr. E. S. Guenther, research chief for Fritzsche Bros., New York. Dr. Guenther reported that operations in the company's factory in Seillans, France, were seriously handicapped at the outset of the war, but that the situation had much improved before he left.

Cellophane Division of the E. I. duPont de Nemours Co., Wilmington, Del., has just instituted its 20th consecutive price reduction on "Cellophane" cellulose film, according to an announcement by L. B. Steele, assistant director of sales. The price of moisture-proof cellophane is now 74% less than its original price; and plain cellophane is 88% less than originally.

Monsanto Company's plastics division at Springfield, Mass., was recently honored by the Associated Industries of Massachusetts for developing two new types of plastic materials which were placed on the market this year. J. C. Brooks, vice president in charge of the plastics division, announced recently the immediate construction of a new plastics research laboratory.

Edgar M. Jewell, who has been associated with the Orbis Products Corp., New York, for over 30 years, died recently in Fairport, N. Y. He had represented the company in New York, Canada and the Near West.

Melford F. Brandenburg recently joined the Dobekum Co., Cleveland, in the sales promotion of laminating and packaging materials.

I. H. Hirsch was elected president of the New York Cocoa Exchange at the annual election in October. He succeeds Carlos A. Scholtz, who served three terms. Charles H. Butcher was elected vice president to suc-



Let These New Centers Improve Your Chocolates — Boost Your Sales!

You can give your Chocolates a delicious new and different center with practically no added expense or trouble. Chocolate buyers like their freshness, the new and distinctive taste.

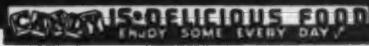
Blanke-Baer's special mixtures are easy to use. Packed in No. 12 cans ready to mix right into your fondant.

Three Popular Combinations

NESSELRODE MIXTURE
EGG NOG MIXTURE
COCOANUT FRUIT MIXTURE

These flavors already have consumer acceptance because they have been used with distinct success in Ice Cream for several years.

Blanke-Baer's new centers will brighten up your entire line of chocolates—and your sales curve, too. Order a trial shipment now—or write for samples and prices.

BLANKE-BAER
EXTRACT AND PRESERVING CO.
3224 South Kingshighway Blvd., St. Louis, Mo.

CHOCOLATES
TRY SOME EVERY DAY!

THE NEW
GREER PEANUT CLUSTER
 MACHINE
Forms and Cools
100 CLUSTERS PER MINUTE

*Practically no labor required
 other than packing*

FLOOR SPACE—8FT.x10FT.
*Including Cooler With
 300 ft. of Cooling Travel*

**MAKES ANY SHAPE OR
 SIZE OF CLUSTER**

For Further Details Write

**J. W. GREER CO.
 CAMBRIDGE, MASS.**

succeed Robert S. Scarburgh, and William J. Kibbe was re-elected treasurer.

Announcement comes from Fritzsche Brothers, Inc., New York, that their office in Atlanta, Georgia, has moved to 1603 William Oliver building. George R. Fellows is the representative in charge.

Harris-Woodson Co., Inc., Lynchburg, Virginia, manufacturers of Melco candies, have developed a display rack made especially for bags, boats, etc., of transparent cellulose film. The company has worked the Industry slogan right into the panel which tops the display.

**MERCK PUBLISHES NEW
 CHEMICAL ENCYCLOPEDIA**

The fifth edition of the "Merck Index" has just come off the press and is being distributed. This encyclopedia of chemicals and drugs represents the most extensive compilation of this authoritative reference work that has been undertaken since the first edition in 1889.

The steady progress of chemistry and its allied sciences has produced an array of authentic scientific data on the physical, chemical and medicinal properties, as well as the various uses of drugs and chemicals. In the new edition of the "Index" are 5,900 descriptions of individual substances; 4,500 chemical, clinico-chemical reactions, tests and reagents by the author's name; formulae for preparing culture media, fixatives and staining solutions; useful tables; antidotes for poisons; literature references, and other information.

The "Merck Index" presents several features to which reference is seldom made in chemical reference works, such as information for the pharmacists, physician, dentist, and veterinarian. The price of the book, established on a non-profit basis, is \$3.00.

"Newer Methods of Handling Chocolate," a pamphlet containing a series of articles by Thomas Brown, is being distributed by the American Lecithin Company, Inc., Elmhurst, L. I., New York.

Peter Rose, 915 Wilson Avenue, Chicago, is representing several well-known raw material houses, covering the central west and several eastern points.

"Macerated dates" are now being shipped to eastern markets and are available there for use in candy, baking, ice cream, etc., according to D. E. Bigelow of Commodity Brokers, Inc., New York, who are handling distribution of the product. To produce "macerated" dates, the dates are pitted and then compressed into 50-lb. blocks and stored for six weeks at 33° F. During this period the entire fibre of the date is dissolved so that the blocks become a rich, sweet jam-like mass of pure date substance. For chocolate-coated candy, the macerated dates are put through a Friend hand-roll machine or are rolled by hand to just the proper thickness and then cut in oblongs of the desired length and width. These are then chocolate coated.

CANDY CLINIC—

(Continued from page 28)

CODE 11FF39

Peanut Taffy Bar— $\frac{1}{2}$ oz.—1c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside wax paper, outside
band printed in yellow and blue.

Color: Good.

Texture: Good.

Taste: Good.

Peanuts: Good roast.

Remarks: This is the best 1c peanut
bar that the Clinic has examined this
year.

CODE 11DD39

Milk Chocolate Coated Almond

Nougat Bar— $\frac{1}{2}$ ozs.—5c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Bar: Good. Wrapper
brown printed in buff.

Size: Good.

Coating: Milk and Almonds.

Center:

Color: Good.

Texture: A trifle dry.

Flavor: Good.

Remarks: The Clinic has examined
this bar before and nougat was not as
dry. Bar would eat better if center
were more on the chewy side.

CODE 11EE39

Peppermint Chewing Gum— 10 pieces—5c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Package: Good.

Size: Large looking.

10 pieces of gum, each wrapped in
foil and band, packed 5x2 in a red
band flat container, cellulose wrapper.

Gum:

Texture: Good.

Flavor: Good.

Remarks: This is a good chewing
gum, well flavored. Package is neat,
attractive and outstanding as a 5c
gum package. If quality of gum is
kept up, this should be a fast selling
package.

CODE 11GG39

Jordan Almonds— $1\frac{1}{2}$ ozs.—5c

(Purchased in a candy store,
Boston, Mass.)

Appearance of Package: Good.

Size: Good.

Almonds are packed on a board,
printed cellulose wrapper, neat look-
ing package.

Colors: Good.

Packing: Good.

Jacket: Good.

Flavor: Good.

Remarks: The best 5c package of Jor-
dan almonds that the Clinic has
examined this year.

Building New Plant For Glade Candy Company

Construction is underway on the new \$68,000 factory building which the Glade Candy Co., Salt Lake City, Utah, is erecting. The building will be ready for occupancy in about six months, according to information received from J. V. Glade, president of the company.

This new plant will be thoroughly modern in every respect and will be one of the most efficient of its kind in the West. It will be used for the manufacture of high class candy specialties, hand-made chocolates, and bar goods, and will serve the intermountain territory in which the company operates.

Two stories high, the building will be of the most up-to-date industrial design throughout offices, showrooms and employees facilities. The exterior will be of reinforced concrete with stud roof truss and steel windows.

Adoption of several innovations in the manufacturing processes, together with a "streamlined" interior layout, will result in material speeding up of production. Features of the new plant will include a separate power plant, cool rooms for dipping chocolates, and a cold room to keep the candy in good condition until it goes to the distributor.

Maple flooring over concrete and complete insulation will have a beneficial effect on working conditions inside the plant.

The Glade Candy Company is a corporation, with J. V. Glade as president and manager; W. R. Glade, vice president and secretary; George B. Glade, treasurer; and Harvey H. Glade, director. It is a closed corporation, the entire stock being held by the four men mentioned herein. In the accompanying illustration is shown the artist's conception of the finished plant, which will be located at Eighth Avenue South, between Main and West Temple streets, Salt Lake City.

During the year July 1, 1938, to June 30, 1939, the U. S. Food and Drug Administration reports an increase of almost 10% over the previous similar period in the quantity of straight coal tar color certified for use in coloring food. A total of 227 batches, or 454,254 Lb. were certified.

The following states have enacted Food and Drug laws which conform, in essential details, to the National law: California, effective Jan. 1, 1940; also, Connecticut, New Jersey, North Carolina and Florida, with same date. Indiana, becomes effective March 6, 1940. Section 11, providing for standards, already in effect; Nevada, now in force. New York, labeling provisions become effective Jan. 1, 1940.



Architect's Drawing of the New Building Which Is in the Process of Being Erected for the Glade Candy Company, Salt Lake City, Utah.

THE STANDARD

SPEAS CONFECTO-JEL

A Complete Pectin Product for Making Jellied Candies

READY to Use
NOTHING to Add

SPEAS MFG. CO., KANSAS CITY, MO.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!

Does Quality SEE-SAW?

DOES the quality of your candy go up and down with the weather? If so, that means spoilage—costly losses—customer complaints.

It would pay you to investigate Sturtevant Air Conditioning. Find out how it has enabled many manufacturers to maintain ideal indoor weather conditions throughout the year—assure uniform product quality—greatly reduce spoilage—end costly manufacturing delays. Let us put our 75 years of air engineering experience to work for you.

The Cooling and Air Conditioning Div. B. F. Sturtevant Company
HYDE PARK, BOSTON, MASS.

Atlanta Camden Chicago Greensboro Los Angeles New York

Sturtevant
SINCE 1873
Air Conditioning

FOR BETTER PRODUCTS AT LESS COST

CONFECTIONERS' BRIEFS

W. C. DRURY DIES

W. C. Drury, who was president of the Schall Candy Company, Clinton, Iowa, for the past 20 years, died on November 6. He was 58 years old. Mr. Drury had been associated with the Candy Industry all his life and had been with the Schall Company for 27 years, starting with the company in the capacity of salesman. Burial took place at Fulton, Ill., Nov. 8. Mr. Drury is survived by his widow, two sons and two daughters. One of the sons, R. C. Drury, is in the Chicago office of the American Maize Products Company.

Mr. Drury was an active member of the National Confectioners Association, having been one of its officers at one time. He was also a member of Rotary, the Chamber of Commerce in Clinton, active in Masonic circles, in Y.M.C.A. work, and other civic enterprises. The esteem in which he was held by the Confectionery Industry was never better demonstrated than at his funeral, which was attended by many prominent figures in the Industry and supply trade.

BEN YOUNG LEAVES SEARS

Ben F. Young, for the past 10 years buyer and merchandising executive with Sears, Roebuck & Co., Chicago, resigned that position effective Oct. 15. For the past five years he has been field merchandising and sales manager for Sears on candy, tobacco and accessories, drugs and cosmetics, books and stationery, and jewelry and silverware.

Mr. Young is well-known to most of the sales executives of confectionery manufacturing firms. He is also well known to readers of



B. F. Young

THE MANUFACTURING CONFECTIONER through his association with the Packaging Clinic Board of which he has been a member since the inception of this service over five years ago. He will continue to serve on the Clinic Board, where his years of experience as buyer and merchandiser will help to interpret the Clinic's analyses of packages and wraps in terms of the confectionery distributors and the buying public.

Previous to his association with Sears, Mr. Young served several large department stores in the East as buyer and merchandiser, his work on several occasions taking him to Europe on buying trips. He will shortly open offices in Chicago from which he will direct operations of a new enterprise. Mr. Young will organize the Associated Merchandising Service, which will offer to department stores, candy manufacturers, chains of all kinds, and other organizations serving the retail and manufacturing trades, an advisory service on merchandising, packaging, display, advertising, and manufacturing of candy and a variety of other lines.

WESTERN CANDY SALESMEN MEET IN CHICAGO, DEC. 14

The Western Confectionery Salesmen's Association will convene at the Morrison hotel, Chicago, on December 14-16 to celebrate the 25th Anniversary of the Association and to hold the annual convention. The three days will be taken up with business sessions and entertainment features for local and out-of-town members and guests, according to advices from George E. Burleson, secretary-treasurer of the association. A luncheon for manufacturers and the allied industries will be held on Thursday, Dec. 14, preceding the first business session. A card party for ladies and guests will be held on Wednesday evening. The annual dinner-dance will take place on Saturday night, Dec. 16. The business meetings will adjourn Saturday afternoon following the election of officers.

The Tobacco Retailer, publication of the Ohio State Tobacco Association, has been combined with *Candy Counter and Merchandiser*, publication of Associated Candies, Inc., Cleveland. The new name of the paper will be *The Tobacco and Candy Retailer*.

James D. North, export advertising manager of General Foods Corp., New York, recently became associate advertising manager in charge of the advertising of Walter Baker chocolate and cocoa products.

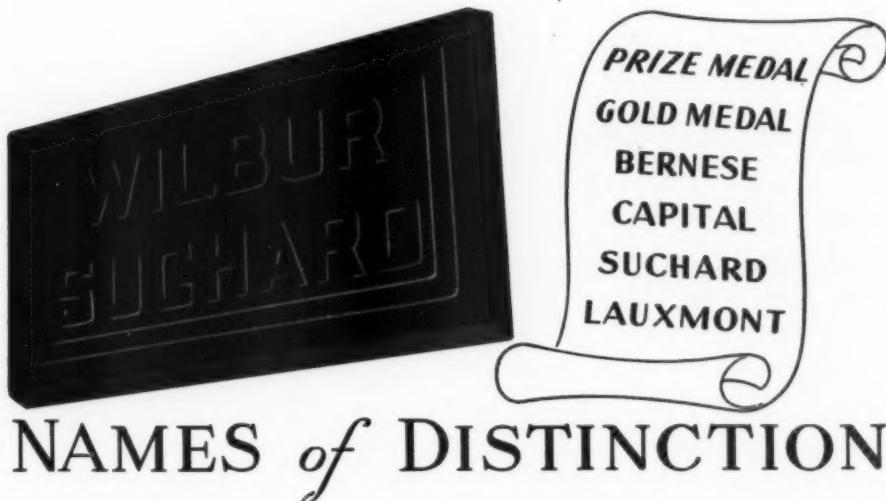
Robert P. Nessler has been elected vice president and general manager of De Met's, Inc., Chicago, it was an-

nounced recently by C. N. Johnson, president. Nessler has resigned as vice president and secretary of Stern, Wampler & Co., Chicago investment bankers, but will continue as director. Prior to 10 years in the investment business, Mr. Nessler had broad experience in manufacturing and distributing.

Raymond Long, vice president of the Oswego Candy Works, Oswego, N. Y., died suddenly, October 28, while talking to members of his family at his home in Oswego. Mr. Long was born in Oswego 49 years ago and grew up with the candy business, having been associated with his three brothers in the operation of the Oswego Candy Works since the retirement of their father, David D. Long, several years ago. Surviving Mr. Long are his widow, a son and three brothers, all still associated with the candy business in their home town.

W. T. Hawkins announced his resignation as president of the Cherry Specialty Co., Chicago, on October 15. Mr. Hawkins had in four years built Cherry Specialty Company from a new corporation formed in August, 1935, to a sizable institution doing a volume of \$2,000,000 a year at the time of his resignation. He sold his entire interest in the company to other members of the corporation, but will continue in the confectionery business. His plans are not yet ready for announcement.

American Management Association will hold its annual Production Conference at the Palmer House, Chicago, Nov. 15 and 16.



● Years of service to the retail trade have brought to all Wilbur Chocolate Coatings a prestige and distinction, so that today, they stand as a symbol of the ultimate in workmanship, appearance and color.

The constantly increasing use of Wilbur Choco-

late Coatings is indicative of retail progress and the retailers desire to insure quality.

Our organization is at your disposal in the selection of the Wilbur Chocolate Coating that will serve your individual requirements.

WILBUR-SUCHARD CHOCOLATE COMPANY, INC.
LITITZ, PENNSYLVANIA • SUCCESSORS TO H.O. WILBUR & SONS, INC.

PERFORMANCE!

In Belting, it's performance that counts. BURRELL builds PERFORMANCE into its

8 BURRELL Stars:

- ★ CRACK-LESS Glazed Enrober Belting
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- ★ Batch Roller Belts (Patented)
- ★ Carrier or Drag Belts
- ★ Feed Table Belts (Endless)
- ★ Cold Table Belts (Endless)
- ★ Innerwoven Conveyor Belting

Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

"BUY PERFORMANCE"

BURRELL BELTING COMPANY

413 S. Hermitage Ave.
Chicago, Illinois
55 West 42nd St., New York, N. Y.



STANDARDIZE ON SCHIMMEL'S STRAWBERRY

Flavors so carefully compounded that they give the delicious tang of fresh berries to your candies. Three types available, designed to give best results in the different types of candy.

Send for samples

SCHIMMEL & CO., INC.
601 WEST 26TH ST. • NEW YORK, N.Y.

NEW YORK CANDY MEN PLAN DINNER MEETING

Another dinner meeting of active and associated members and guests of the Association of Manufacturers of Confectionery and Chocolate of the State of New York was planned at a committee meeting held at the Pennsylvania hotel, New York, recently. No definite date for the meeting has been announced at this writing, but it is thought it will be held during the week of November 20. The committee in charge of arrangements consists of E. W. Schmitt, Corn Products Refining Co.; Herbert Thield, Walter Baker & Co.; Herman L. Hoops, Hawley and Hoops; Harry Smith, National Sugar Refining Co.; Albert Horowitz, Up-To-Date Candy Mfg. Co.; Bruce McConvey, Fanny Farmer Candy Stores, and Joseph Mooney, American Sugar Refining Co.

The firms of College Town Candies, Inc., and Greenburg Manufacturing Co., Pittsburgh, Pa., are being liquidated, according to an announcement by Nathan Greenburg. In another section of this issue is a list of machinery for sale by this company.

Candy Crafters, Inc., Lansdowne, Pa., recently purchased the plant formerly occupied by the Kinetic Engineering Company.

STATEMENT OF OWNERSHIP, MANAGEMENT CIRCULATION, ETC.

Required by the Act of Congress of March 3, 1933, of The Manufacturing Confectioner, published monthly at Chicago, Illinois, for October 1, 1939.

State of Illinois, County of Cook, ss.

Before me, a notary public in and for the State and County aforesaid, personally appeared Mrs. Earl R. Allured, who, having been duly sworn according to law, deposes and says that she is the Publisher of the Manufacturing Confectioner, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Mrs. Earl R. Allured, 400 W. Madison St., Chicago, Illinois.

Editor—O. F. List, 400 W. Madison St., Chicago, Illinois.

Business Manager—Mrs. Earl R. Allured, 400 W. Madison St., Chicago, Illinois.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereafter the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) The Manufacturing Confectioner Publ. Co., Mrs. Earl R. Allured, 400 W. Madison St., Chicago, and A. Goelitz, Deerfield, Illinois.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other persons, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

PRUDENCE W. ALLURED, Publisher
Sworn to and subscribed before me this 6th day of October, 1939.
(Seal) ALBERT H. WITHOFT, Notary Public.

(My commission expires Jan. 29, 1943)

Ever seeking to improve cocoa and chocolate equipment



It is natural that the name of LEHMANN appears so often in relation to the development of machinery for refining cocoa and chocolate, because LEHMANN has maintained a leading position in that field for more than 100 years. With such a background our efficient organization of designers and engineers always is seeking to improve on existing methods and practices. Their knowledge and experience are freely available to manufacturers who have the same thought in mind.

J. M. LEHMANN COMPANY, Inc.

Established 1834

250 West Broadway New York, N. Y.
Factory: Lyndhurst, N. J.



*The Standard for Quality in
Machinery Since 1834*

CANDY SALES UP

Sales of manufacturers of confectionery and competitive chocolate products during the first nine months of 1939 were up 2.9 per cent from the corresponding period of last year, according to Dir. William L. Austin, Bureau of Census, Dept. of Commerce. Dollar volume amounted to \$145,009,000, as compared with \$140,913,000 in the same period last year. The greatest relative improvement was shown by chocolate manufacturers whose sales increased 3.7 per cent. Other manufacturers' sales increased 3.0 per cent and manufacturer-retailers' increased 0.5 per cent. During September, sales increased 1.3 per cent over the same month last year; and as compared with August sales, September sales were up 58.9 per cent. Dollar volume amounted to \$25,493,000 for September as compared with \$25,168,000 for the same time last year and \$16,048,000 during August.

M. S. Hershey, head of the Hershey enterprises, Hershey, Pa., recently announced the adoption of a group insurance program which provides his 5,200 employees with benefits in case of sickness, accident or death, according to an announcement by the Metropolitan Information Service.

The Confectionery Salesmen's Club of Baltimore, Inc., will hold its 12th Annual Banquet at the Emerson hotel, Baltimore, Saturday, December 9, at 7 p.m., it is announced by T. V. Watts, chairman of the publicity committee. For the first time in the history of the banquet it will be a mixed affair instead of the usual stag. Close

to a thousand guests are expected, and a fine program of entertainment has been booked, in addition to the usual delicious dinner.

Otto Schnering, president of Curtiss Candy Co., Chicago, and honorary assistant chief of the Chicago fire department, was feted at a "Fire Prevention Week" luncheon early in October. The occasion was Mr. Schnering's birthday. Guest of honor was Commissioner M. J. Corrigan, chief of the Chicago fire department. About 60 other guests, friends and business associates of Mr. Schnering, were also present.

The National Confectioners Association recently released Food and Drug Bulletin No. 58, which deals with the postponement of the effective date of labeling requirements for lithographed labeling and labeling on or in special containers.

Total deliveries of sugar during the first nine months of 1939 amounted to \$5,521,110 short tons, raw value, compared with 4,926,521 tons during the corresponding period last year, according to figures recently made public by the U. S. Department of Agriculture. Stocks of sugar on hand on Sept. 30, were as follows: Refiners' raws, 283,337 short tons; refiners' refined, 214,682 tons; beet sugar factories, 302,719 tons; and importers' direct-consumption sugar, 119,912 tons, or a total of all types of 920,650 short tons.

COIGNET GELATINES

ASSURE PERFECT TEXTURE, COLOR AND PALATABILITY

IN YOUR

M A R S H M A L L O W S

ALSO MAXIMUM YIELD PER POUND

Samples and a good proposition available—Why not ask us?

**COIGNET GELATINES
INTERNATIONAL SELLING CORPORATION, Agents**

26 BEAVER ST.

NEW YORK, N. Y.

LANGWILL—

(Continued from page 25)

generally held at the factory for a period in order to catch any defects in the product before it goes on the market.

Two cans of evaporated milk which were examined gave the following analysis:

	No. 1	No. 2
Lactose	9.89%	10.89%
Protein	6.61	6.78
Fat	7.86	7.79
Ash	1.62	1.61
Total Milk Solids.....	25.98	27.07
Moisture	73.83	72.95
	99.81	100.02

Of all primary materials handled by the manufacturing confectioner, milk—sweetened condensed and evaporated—is the most susceptible to change under unsatisfactory storage conditions. Low temperatures must be made available if stocks are to be stored for prolonged periods of time. The receipt and handling of milk under the general run of factory storage conditions will cause the formation of objectionable odors and tastes as well as promote darkening and the development of an unsatisfactory consistency. Needless to say, it is most disheartening to the manufacturer who has spent much time and money in perfecting these milk products to see them deteriorate before they are required for use. Proper handling and storage are, therefore, prime requisites in order to obtain satisfactory results with these milk varieties once they have arrived at the factory door.

QUALITY CHOCOLATE COATINGS
★
HOOTON CHOCOLATE COMPANY
339-361 NORTH FIFTH STREET, NEWARK, N. J.
ESTABLISHED 1897

VANILLIN
LIGNIN VANILLIN, C. P.

Guarantee yourself an uninterrupted source of supply of Vanillin for your products.
LIGNIN Vanillin is made entirely from native American materials.
Requests for sample's on your firm's letterhead will be promptly answered.
AROMATICS DIVISION
GENERAL DRUG COMPANY
170 Varick St., N. Y. C. 9 S. Clinton St., Chicago.
907 Elliott St., W., Windsor, Ont.
Transportation Bldg., Los Angeles, Cal.

Cobee Brand

HARD FATS and COCONUT OILS

HARD FATS—to stiffen chocolate coatings; and for center work; about COCONUT OIL—for slab dressings; lubricants in chewing candies; fillings; nut cooking; popcorn seasoning, etc.

Whenever you bring out a new piece, send to us for samples.



WECLINE Products, Inc. BOONTON, N.J.
Sales Offices NEW YORK CHICAGO BOSTON

A letter from Sydney, Australia, announces that two of the executives of Payne's Pty. Ltd., Mr. L. A. Walcot and Mr. G. Christmas will shortly visit candy factories in the U. S. for the purpose of learning more about American manufacturing methods, machinery and formulae. It is possible the war situation may have changed these plans, but as yet no advice has been received to this effect.

Stephen A. H. Rich, Squirrel Brand Co., Cambridge, Mass., was elected president of the New England Confectioners Club recently.

W. C. Hildebrand recently resigned as sales manager for S. Viviano Macaroni Co., Carnegie, Pa., to become general sales manager for Reymer & Bros., Inc., confectionery manufacturers of Pittsburgh, Pa.

Mrs. W. A. Kraft, Steven Candy Kitchens, Inc., Chicago, has been made a member of the exclusive "100,000 Mile Mainliner Club" by United Air Lines. Mrs. Kraft (or Mrs. Steven, as she is better known to the confectionery trade) joins a selective group of air travelers who have flown more than 100,000 miles by commercial transport plane.

CONFECTIIONERY BROKERS

DONALD A. IKELER

2029 E. Main Street

KALAMAZOO, MICHIGAN

Territory: Michigan

GENERAL BROKERAGE CO.

539 Tchoupitoulas Street

NEW ORLEANS, LOUISIANA

Territory: Louisiana and Mississippi

C. RAY FRANKLIN CO.

416 Delaware Street

KANSAS CITY, MO.

Territory: Kans., Neb., Iowa, W. Missouri

H. L. BLACKWELL COMPANY

P. O. Box 3040—Sta. "A"

EL PASO, TEXAS

Territory: Texas, New Mexico and Arizona

ADVERTISING PAGES REMOVED

CANDY PACKAGING

DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

PUBLISHED BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

400 West Madison Street, Chicago, Ill.

71 West 23rd Street, New York City

A "SWIFT KICK" FOR THE CUSTOMER

By H. CARLISLE THOMAS

Member, Packaging Clinic

PROBABLY all of you have at some time or another had the experience of attempting to explain the layout of a new apartment, style of a new coat or shape of a newly-acquired piece of furniture. Getting nowhere fast with the verbal explanation, you have suddenly said, "Give me a pencil and I'll draw it for you." If paper or the back of an envelope was not handy, the restaurant table cloth was probably pressed into service as the drawing board, much to the chagrin of the management.

The resultant drawing, probably terrifically crude, gave a much clearer conception of the idea than all the words at your command. Even the ancient Chinese knew that a picture is worth a thousand words.

So it is with trying to explain why packages should be redesigned, and how. The reasons aren't hard to give, but how certain things are done is a lot easier to explain in a picture. Before you go any further with this dissertation on the redesign of two of the packages re-

cently viewed by the Packaging Clinic, it is suggested that you take a good look at the accompanying illustrations and study each box and its re-designed counterpart very carefully. Then come back to this point and read on.

In the case of the box of chocolate creams, the package was a stock box covered with white flint paper on which the illustrations and the lettering were printed in pale gold. A number of reasons for doing a re-design job on this box presented themselves as soon as it was shown by the Clinic superintendent. A short outline of the history of this candy, told by one of the Clinic members, substantiated in certain respects the thoughts that came to me when I first beheld this box.

Why Re-Design?

First of all, the design seemed reminiscent of the so-called "gay nineties," and the history of this candy and the box revealed that it was, in fact, conceived some 40 or more years ago and has never been re-designed since. Reason enough for re-design! Second(and very important, incidentally) is the fact that nowhere on the box does there appear a listing of the ingredients, required

In the View at the Right Are the Old and New Packages for "Original Allegretti" Creams. Various Factors Which Influenced the Characteristics of the Proposed New Design Are Discussed by Mr. Thomas.





Above, the Present Box Being Used for "Savannah Benne", Southern Brittle, and Below, the Proposed Re-Design. Note that the Cabin Design Has Been Given More Prominence in the Re-Design, and the Spot Illustration of the Negro "Mammy" Has Been Reduced.

after Jan. 1, 1940, under the New Food and Drug Law. Third, the present execution of the design and lettering that are now being used makes for a very ineffectual, weak and ordinary appearance. Nothing at all to lift it from the host of other attractive, inviting boxes with which it must compete for the attention of the hurrying customer. This, particularly, is too bad on this assortment, for the box contains as fine a candy as money can buy, in my humble opinion. It deserves a better box.

True, you may say that the quality and excellence of the candy will be enough to sell, regardless of the box. But like the author of that very excellent article which appeared last month in this publication, I know from tests that have been made that it takes more than inherent quality to sell an article. If that were not so, this whole subject of Packaging, which has become so important to Industry today, would be something that we could turn over to the shipping clerk or the office boy, or we could still continue to stuff our candy into any old sack and wait for the public to buy.

You may say, further, "The customer who buys one package of my candy (and we'll admit it may be the best that can be made), will remember it and come back for more." If you believe that, you have more faith in the human memory than I have. If that were so, the fellow who borrowed a five from me a year ago would have returned it long ago. The fact is that memory is short—unless, and this is most important, you mark the event, or the thing, or the person you are trying to remember in some special way that will stand out from the welter of other things which crowd your mind. And so it is with a candy box; use an ordinary box and it will be forgotten, even if the candy is super-super. Put it in a box which will make an impression on the mind of the purchaser, and you at least have made a faint impression on his consciousness which will lead him back to your box when he wants some more of that good candy. This isn't theory. It has been proved a

thousand times by a thousand different articles of merchandise on store counters.

So these are the things we must keep in mind in recommending a re-design for this box of excellent chocolate creams. We want a design which will dignify the candies, but which will at the same time deliver a good swift kick (figuratively, of course) to the casual customer.

A New Trade Mark

The trade mark used on the present box is a rather unhappy-looking arrangement of birds (pigeons, I guess) carrying in their beaks the letters which spell out the name of the manufacturer. This so-called trade-mark (save the mark!) is strung completely across the box. It is much too prominent in the entire make-up of the box top and not in keeping with what we usually think of in a trade-mark. An ordinary job of type-setting, utterly devoid of unity, completes the design. At the extreme left is a symbol, which in my opinion is the real trade-mark, and we have retained this as the trade-mark in our re-design.

Viewed from a distance of 10 feet or more, this box would look like a plain white box with nothing else on it, for the gold used now does not have enough carrying quality. On the re-design we have tossed out this weak gold color entirely, and have specified a gold which is much darker so that it will actually contrast with the white paper. To give the design even more punch and to indicate the chocolate idea, we have specified a dark chocolate brown for the lettering and the center "spot" which contains the name of the assortment in reverse white.

Following the system of Dynamic Symmetry (for an explanation of this system see our August article), the top of this box was divided into nine equal parts and the center area made into an oval and used as a panel to carry the words "chocolate creams." The lines which surround the oval panel are extended the full length of the box and down the sides, thus creating the illusion of greater length in the box. The two gold panels used at the lower left and the upper right are based in size on thirds of the box top area.

The panel in the upper right hand corner is used to carry the listings of ingredients. The only item of design salvaged from the original packages was the single bird carrying the interlocking letters "O" and "A", and this appears in the lower left hand corner, brown on gold. To give this symbol a modernistic touch, a white ribbon effect was put around it, which gives it just the proper prominence. A rather severe type of script lettering in dark brown is given enough boldness to remind the candy-conscious public that here is the same candy their mammas and their daddies bought, 20, 30 or 40 years ago, but in a package which is in keeping with this present fast-stepping generation. So we have satisfied the requirements of a good package. It is up-to-date, it has character, it packs "punch" both to create a buying impulse and to retain a memory, it provides for listing of ingredients and it is in keeping with the excellence of the candy which it contains. The beauty of the whole thing is that it can be utilized by the manufacturer at very low cost for plates, etc.

Brittle Package

The package of brittle shown in our second illustration herewith was originally designed for three-color reproduction, but a judicious use of color could have produced a finer effect in two colors, and in our re-design



Candy is delicious food — wrap it carefully to maintain its wholesome goodness — and for goodness' sake, use Riegel Papers. It takes repeat sales to build volume business, and repeat sales are based on taste-appeal—on the tasty goodness of your product when it tickles the customer's palate. Investigate the ability of Riegel Papers to help you accomplish this.

We make over 130 standard lines—the widest selection of packaging papers available from any one source. Among them you are almost sure to find one that will provide exactly the combination of proper protection, production efficiency and economy that your product needs. Write for samples of Riegel's standard candy packaging papers, or tell us what you need.

RIEGEL PAPER CORPORATION

342 MADISON AVENUE NEW YORK, N. Y.

SPEAKING OF SAVING...

... IF YOU ARE HAND WRAPPING WITH CELLOPHANE



HERE you see the Peters Cellophane Sheeting and Stacking Machine that automatically cuts rolls of cellophane into sheets and stacks them for use. It takes rolls from 2" to 24" wide and will cut lengths from 3" to 28".

No operator is required . . . switch stops machine when it is filled with sheets.

For cutting to register with printed materials, an Electric Eye Attachment is furnished.

Why not save 15 to 25% by purchasing cellophane in rolls and cut your own sheets? Write for complete information on this inexpensive, fully automatic machine. No obligation.

PETERS MACHINERY CO.

4700 Ravenswood Ave.

Chicago, Ill.

IDEAL WRAPPING MACHINES FAST-EFFICIENT-RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS AND PRICES

IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!

of this package we have achieved a two-color creation which has many points of superiority over the old package.

The manufacturer's package insert says of this candy that it was created, originally, by the slaves on Southern plantations who brought with them from Africa the plant from which comes the seed which is used in this brittle. In the old days, before the Civil War, it was no uncommon sight to see standing on street corners in Southern towns negro slaves offering this candy for sale from trays which they balanced on their heads. This candy is rather well-known throughout the South and it is now being offered to other parts of the country for the first time. For an appraisal of it from the candy technician's standpoint, consult the Candy Clinic report in this month's issue.

For the package in which this candy is to be sold, then, we have the problem of breathing into our design something of the tradition and the atmosphere of the "old South," in addition to creating design which combines a modern touch with this traditional theme. This traditional atmosphere was what the designer of the present box was shooting at, as indicated by the wood-cut illustration of the negro mammy's head and the wood-cut effect achieved in the "cabin in the cotton" illustration. However, there seems to be a lack of unity, no focal point upon which the customer's eye might light and remain, unless we take the large wood-cut of the negro slave's head. But this would hardly have the impulse-giving or memory-creating strength required. It is not the most interesting design spot on the box top. In my opinion, the most interesting feature of the design is the slave cabin shown at the right.

The title lettering on the original box was crude in execution and needs smartening up a bit. Many designs do utilize an informal kind of lettering, but this is done in a casual style and not in a crudely done specimen of Roman type.

In our re-design we have used an overall green color for the box top. The illustration of the slave cabin was enlarged and given a background of clouds treated in the modern manner. The wood-cut of the negro slave was diminished so that it becomes a casual, rather than the most important spot on the design. While our re-design does not show this, we feel that an entirely different treatment of this spot illustration would improve it greatly.

Changing the style of lettering for the name of the assortment and using a sharper letter and placing the two words on one line instead of two, gives better display to the name and, incidentally, a longer appearance to the whole box. The listing of ingredients was improperly placed on this box, in our understanding of the requirements of the New Food and Drug law, and our re-design has brought this listing up to the main panel, as required.

The original sketch now being used for the box top was made up for a three-color job—green, brown and black on buff stock. The re-design simplifies this, and cuts down expense of production, by specifying green and brown on white stock. This simplification does not cheapen the effect, but gives the entire design a compactness and a character which the original lacks because of an apparent lack of unity, which we mentioned earlier. We believe that the re-designed box meets the requirements of a good box from the merchandise standpoint, from the legal standpoint, and from the standpoint of modern design technique.

THE CANDY PACKAGING CLINIC



CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October

Brazil Nut Assortment

1 lb.—49c

CODE 11139 — Description: Cellophane-wrapped telescope box of embossed litho paper printed in brown and gold. The cellophane wrapping is secured by printed paper seals.

Design: There is no formal design, the lettering and printing being used more or less artistically to break up the monotony of the white box top. The effect achieved in this simple arrangement was pleasing.

Appearance on Opening: The chocolate-covered nuts presented an appetizing appearance on opening the box. Gloss and stringing were good. It was noticed that considerable care had been used in packing, inasmuch as the strings of the individual pieces all pointed in the same direction.

Box Findings: Liner of padding, backed with glassine. Brown glassine cups. Cardboard layerboard between upper and lower layers. Both layers divided into six parts by brown cardboard dividers.

Sales Appeal: It was the opinion of the merchandising member of the Clinic that Brazil Nuts sell better in bulk than in a package, yet the Clinic members agreed this was a good package for drug store and depot newsstand sale for which it was apparently intended. It has only a limited possibility in department stores.

Display Value: Not unusual, though the box is fairly pleasing.

Photos by Jozzi

Remarks: This is a very good value for the money. The box itself is not expensive, yet it achieves a definite sales appeal through the pleasing manner in which lettering and type has been used on the cover. A special design or a more elaborate box top would spoil this effect.

Bittersweet Chocolate Creams

1 lb.—98c

CODE 11239 — Description: Cellophane-wrapped white flint paper box with slight lower extension edge. Printing in gold (embossed). A statement of policy is contained on a slip of paper which is placed between the cellophane and one wall of the box.

Design: The design on this box is the same as was created for this company about 40 years ago. It consists of a scroll edge completely around the surface of the box top. In the upper left corner is the company's symbol, and next to this in the center of the panel is the trade mark consisting of a row of birds, apparently doves, holding in their beaks the various letters making up the manufacturer's name. Under this the description of the assortment, address of company and the weight. All lettering and design is in

gold embossed on white. A re-design of this cover is shown in another part of this month's issue, where a more thorough discussion of the old and new designs will also be found.

Appearance on Opening: Chocolate creams with dark coating. The pieces have good size, in keeping with the newer trend in better-class candy. The monotony of the upper layer is broken by the use of four curved pieces which are nested together in two's at left and right. Coating and centers are of the finest quality. Pieces are hand-dipped.

Box Findings: Tissue paper padding and wax paper liner between box top and first layer. Lace flies on each side. White cardboard between upper and lower layer. The manufacturer's name has been rubber-stamped on the inside of the box top.

Sales Appeal: There is nothing in this box to indicate to the casual purchaser who is not acquainted with this manufacturer, that in this assortment he is buying candy which is as fine in quality as is obtainable anywhere. Quality of this kind deserves a better box. To the customer who knows the line, on the other hand, this old-fashioned design immediately identifies manufacturer and the candy quality. The Clinic believes that the new customer, the casual customer, is the one to whom the package must appeal. Once he has tasted the candy itself, he will purchase more. The problem here, we believe, is to bring this candy to the attention of the new customer, and for this reason we

recommend re-design for greater sales appeal.

Display Value: Adequate, but not sufficiently impelling to get this candy the type of attention it deserves.

Remarks: This whole package needs to be dressed up. Experience has shown that quality of contents, unaided, is rarely sufficient to sell candy or any other article, in sufficient volume. In the case of an un-advertised candy such as this, sales depend almost entirely on the "eye-appeal" of the package. After the initial break has been made, repeat sales will follow because of the quality of the contents. But even here, it must be remembered that memory is short. If your box can be so designed as to help the customer to remember, you are ahead. We suggest a re-design of this package, incorporating the essential features, or variations, of the traditional symbol and trade-mark used by this manufacturer for so many years.

DeLuxe Miniatures

1 lb.—69c

CODE—11339 — Description: Half-telescope box wrapped in cellophane, heat-sealed. Box is tied with blue cellophane ribbon with pre-fabricated bow, ribbon is connected on bottom side of box by scotch cellulose tape. Box top is covered with buff embossed flint paper on which the lettering is in blue. The lower portion of the box is covered (over-all) with blue embossed paper. A printed slip, on which the description of the pieces in the assortment is printed, is inserted between cellophane wrapper and box on the bottom side of the package.

Design: No formal design or illustration. The manufacturer's trade name is lettered in script at the upper left corner in script. Also in script, in the center of the box top, is the name of the assortment. The word "miniatures"

is at the lower right corner. Below this, running from left to right in smaller type, is the name and address of the manufacturer, and the weight.

Appearance on Opening: The package examined by the Clinic showed bloom on some of the pieces, although the duplicate package had no bloom. Gloss and stringing are good as is the arrangement of the assortment, a gold-foiled piece, two panned jordan almonds, and a partially coated crystallized cream breaking up the monotony of the chocolate color..

Box Findings: Embossed padding underlined with glassine. A wax paper liner. Brown glassine cups. A grey cardboard layerboard between upper and lower layers; also another wax paper liner just above lower layer.

Display Value: The simple design of this package, both as to arrangement of the printing on the box top and as to the colors used, give it good display value, particularly since this assortment is apparently designed for drug stores, railroad stations, etc.

Sales Appeal: Open or closed, this assortment will attract trade. It is a good value for the price.

Remarks: The Clinic believes this is a good design because of its simplicity and the choice of colors. It will attract because it is simple. We suggest that the printed slip which is now carried between the cellophane wrapper and the bottom of the box be imprinted, also, with the manufacturer's name. This box top will, of course, have to be re-designed to include the list of ingredients, after Jan. 1, 1940.

Chocolate Nuts and Fruits

1 lb.—79c

CODE 11439 — Description: Half-telescope box wrapped in cellophane, and heat-sealed. Box top is covered with blue embossed flint paper, on

which the lettering is printed and embossed in gold. Box tied with gold cellophane ribbon. Lower portion of box is covered with embossed gold flint paper.

Design: No formal design or illustration. The set-up is the same as on the box discussed just previously, with the exception of the change in the name of the assortment.

Appearance on Opening: Good color and gloss and better than average stringing give this assortment a fine appearance. The monotony of the chocolate color is broken by the "spotting" of two walnut-topped pieces, two panned jordan almonds and one piece topped with colored coconut in strategic parts of the top layer.

Box Findings: Embossed padding underlined with glassine. A wax paper liner. Brown glassine cups. Gray layerboard between upper and lower layers and another sheet of wax paper above bottom layer.

Display Value: Like the package previously discussed, this assortment is attractive because of the simplicity of its design. It will lend itself to display in various types of locations.

Sales Appeal: We do not believe this box will have the sales appeal enjoyed by the box discussed just previously. The shade of the blue used for the box-top is quite dark, but it does make a good combination with the gold.

Remarks: This is a very good value for the money, and the assortment reflects the care which was used in selection of the package as well as the arrangement of the candies. It should be a reasonably good seller.

Benne Brittle

1 lb.—50c

CODE 11539—Description: Telescope box wrapped in heat sealed cellophane. Litho paper printed in green, brown and black.

Design: In woodcut style at the left of the top panel, an illustration of a negro mammy. Next to this, apparently hand-lettered, the name of the assortment and under this, a line illustration of a slave cabin. Running along the lower edge is the name of the manufacturer, weight, etc., in type.



Two Interesting Assortments Viewed by This Month's Packaging Clinic. The Upper Assortment Is Outstanding for the Neatness of the Pack. Particularly the Use of Transparent Cellulose for the Nut Rolls. The Lower Box Features a Small Spoon as a Premium, a Rather Unique Procedure in a Fancy Box Assortment.

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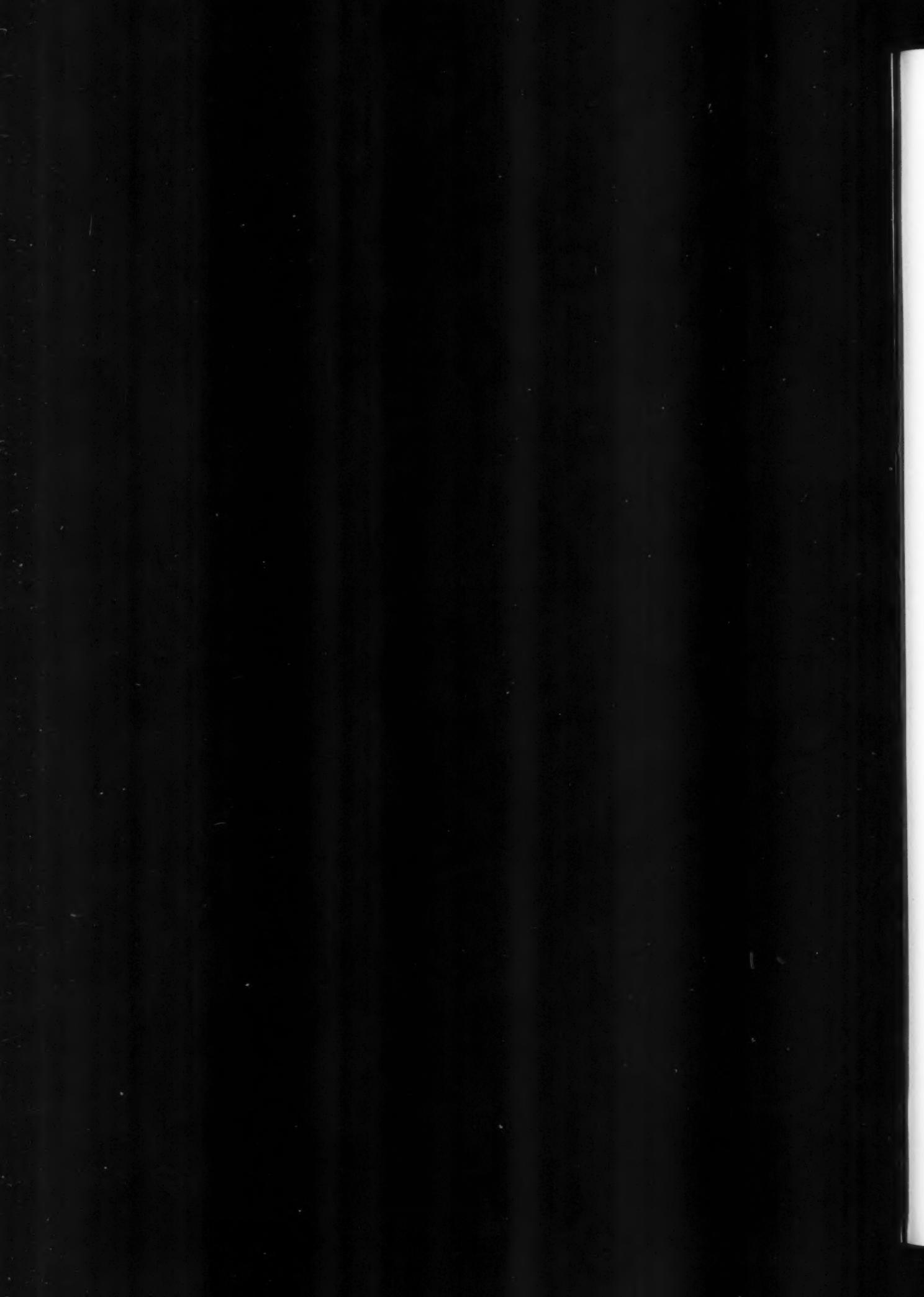
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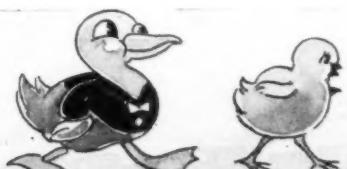
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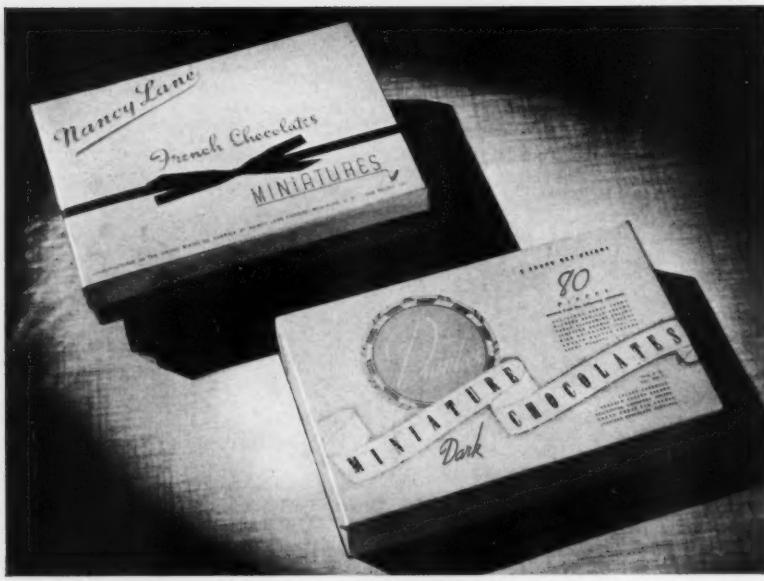
HERE'S a striking new line of Easter novelties unique in character and customer appeal . . . Each is individually designed and costumed in the most original fashion by Mary Waterman Phillips. There are Easter rabbits in all sizes and color combinations, feathery chickens, downy ducks, Porky and Petunia Pig all of which retail from 50c to \$5.00. Sales and profits on these items will be great this season so stock them early.

SALES OFFICES:

NEW YORK: 432 Fifth Ave. Bldg.
CHICAGO: 14123 Mdse. Mart.



The **RUSHTON COMPANY**, Atlanta, Ga.



Medium and Low-Priced Miniature Assortments Viewed by This Month's Packaging Clinic. The Upper Box Features a Design Idea Which Is Being Applied to a Number of This Manufacturer's Assortments with Effective Results. The Lower Box Combines Pleasing Colors with Dainty Design to Carry Out the "Dainty" Idea.

recipe. It has wide acceptance in the Southern states. The Clinic believes the intent of the design idea is very good, but that the present package design shows a lack in execution. Consequently, this box has been made the subject of re-design discussion in this month's packaging article found on another page in this issue.

Display Value: Mediocre at present, but has possibilities for a number of interesting displays in store windows, etc., if the cover design is improved.

Remarks: The listing of ingredients on this package does not conform to the regulations of the New Food and Drug law, which state that the list of ingredients must appear on the main panel, which has been interpreted by Food-Drug law administration to mean that it must at least begin on the main panel and may be carried down to the side, if necessary. The merchandising member of the Clinic intimates that this candy is too high-priced. Should sell for about 40c.

Minature Chocolates

1 lb.—29c

CODE 11639—Description: Telescope box covered with white flint paper, cellophane-wrapped and heat sealed. Printed in black, gold and pink.

Design: At the left, off center, a circle printed in pink and gold, in the center of which, in delicate reverse white script, the word "Dainties." Crossing the box top in a scroll effect which connects with the circle mentioned, the words "Minature Chocolates" in modernistic type. The scroll is outlined in gold. Underneath this, at the left and in the same delicate lettering, the word "Dark" in pink on

white. At the right, in block form, the list of ingredients, in black type.

Appearance on Opening: Eight tiers of small chocolate-coated creams, hard centers, etc., in the upper layer. Some of the pieces showed bloom.

Box Findings: In upper layer, die-cut dividers with modified saw-tooth edges, in brown. This layer is divided from the bottom layer by a piece of cardboard and a sheet of brown wax paper. The package also contains an insert carrying a personalized message purportedly coming from the girl who packed the box.

Sales Appeal: The box has been given a lot more sales appeal than has been built into the candy itself. It is a fair value for the money; however, after seeing the box itself, the Clinic believes there will be a noticeable let-down on the part of the customer when he opens the box and sees the candy.

Display Value: Very good. With the good design used for this box, the assortment can be displayed very well in almost any type of retail outlet.

Remarks: The design of this package carries out the "dainty" idea. The Clinic feels that a slightly different treatment of the copy block containing the list of ingredients would improve the design somewhat, inasmuch as the present treatment separates units of the design which should remain intact.

Gift Spoon Assortment

1 lb.—\$1.00

CODE 11739—Description: Extension-edge box completely covered with gold metallic foil. The upper panel of the box is padded, and embossed. This package is wrapped in a coated cellophane, coating in gold, white and

blue and slightly reddish tint, something like a decalcomania process.

Designs: The principal design is on the coated cellophane wrapper. At the left is a panel in blue and gold through a cut-out in which the gold of the box top shows in the shape of a spoon. The lettering on the remainder of this cellophane wrapper is typical of other packages put on the market by this manufacturer. The box-top design carries out this panel idea at the left, as well as the lettering on the remainder of the box top. The lettering used for the name of the assortment again shows through the cellophane to give a multicolored appearance.

Appearance on Opening: The chocolates in this assortment are in keeping with the good quality of the candy produced by this manufacturer. The top layer of candy is in a tray, and two foil-wrapped pieces are used as "spots" in the upper layer, as is the dirigold demi-tasse spoon which is placed diagonally between the pieces at the center.

Box Findings: Sheet of silk screen cellophane on top. A silk-screen cellophane or glassine liner completely around upper layer. Gold metallic foil on four pieces. Brown glassine cups. Sheet of wax paper between layers. Diagonal dividers separate bottom layer into four compartments.

Sales Appeal: We believe the use of the little demi-tasse spoon as a sort of premium in this box will give it unusual sales appeal, although the fact that there is actually a spoon in the box will have to be explained by the sales person. It is conceivable that customers will buy several of these boxes in order to assemble a set of spoons, and at the same time they will be getting a very good quality of candy for their dollar.

Display Value: Very good in all types of outlets. For department stores, and windows of other outlets, the Clinic suggests that several of the little spoons be used to augment the display.

Remarks: This package incorporates an innovation in coated cellophane which should have good possibilities in this industry. It opens up to designers a new application of "reverse" technique.

Salt Water Taffy

1 lb.—29c

CODE 11839 — Description: Heat-sealed cellophane wrapper around a lithographed box in three colors. Good Housekeeping seal of approval very apparent.

Design: Main panel of box top is divided into two parts, at the right a three-color litho of a sailing vessel; at the left, the name of the package handlettered across the top in blue outlined in white. Underneath this, outline drawings of the candy on which are imposed the words "Salt Water Taffy."

Appearance on Opening: Individually wrapped (wax paper) pieces of taffy in various flavors the guide to which is given by a box insert describing the colors and the flavors used in each.

THE SHOW IS ON!

AND A NEW ADVERTISING SERVICE—VALUABLE TO ALL CANDY MANUFACTURERS—TAKES THE SPOTLIGHT
INTRODUCING... FILMAD SERVICE!

Film, Courtesy Charms Co.

YOUR COST:

1500 packages of candy (retail value at least 5c each) for each theatre on the list. All of these samples will be given away to the people attending the theatres on the day specified in the film (usually Saturday).

You may schedule the showings of the film in various sections to tie-in with other promotions. This gives you a chance to stock up your jobber or dealers, and gives you a beautiful sales argument.

YOU GET:

A perfectly executed sampling campaign, streamlined to meet your requirements.

The showing of your advertising film in as many theatres as you wish for one week each. Advertising posters in color in front of the theatres, featuring your product and your sales story.

Your may extend the entire campaign over as large or as small an area as you wish, and you can make it last as long as you wish. For example, if the total number of theatres is 1000, we could run the film simultaneously in only fifty theatres per week, making the campaign extend over a period of twenty weeks. The sections in which the groups of fifty would be shown could be scheduled by your sales department.

In other words, you can direct this campaign in a manner to fit your individual needs, but we do all the work. And the only cost to you is the candy which is given away as samples to prospective new customers for you. Could anything be fairer or more economical.

Write our nearest office now and let us tell you how to fit this service into your sales program. We can increase your sales with this effective and unusually flexible service.

A REQUEST ON YOUR LETTERHEAD WILL BRING IMMEDIATE RESPONSE WITH NO OBLIGATION TO YOU.

Filmad Service presents the greatest combination of advertising, publicity and sampling ever before offered to candy manufacturers. And it costs you less than the ordinary sampling campaign alone! Your only expense is the candy which is given away to the public.

All you have to do is ship us the candy samples. we do the rest . . . and what a "rest" it is! Just listen!

We will produce for you an advertising-sound-film and show it for a week, at every performance, in as many movie theatres as you designate. At the end of the week, we will distribute your samples to every person attending the theatre on a specified day. Films are professionally made with real actors in a high class movie studio. They are made in Technicolor if the number of showings warrants the expense.

We will display color posters, featuring your product, in front of the theatre during the week your film is running there. Your only cost for all this is the samples your furnish for sampling.

Read the more specific details given at the left of the illustration.

ATTENTION WESTERN MANUFACTURERS!
Get in touch with our Western office, conveniently located in Winslow, Arizona. Both of our offices are adequately equipped to serve you promptly.

FILMAD SERVICE

EASTERN OFFICE, David Hirsh, Mgr.
Century Theatre Building—Erie Ave. & 6th St.
Philadelphia, Pennsylvania

WESTERN OFFICE, Bernard Hirsh, Mgr.
Rialto Theatre Building
Winslow, Arizona

Sales Appeal: Taffy has a more popular appeal on the Atlantic Coast and in the East generally than farther west.

Display Value: Not unusual.

Remarks: This is very low-priced candy, therefore it probably does not deserve too much attention as to packaging. It is a good value for the price, however. In keeping with the apparent low cost of the box used on this assortment, a very good design could be produced which would lift this particular box out the welter of commonplace boxes used so much for salt water taffy.

Assorted Chocolates

2 lbs.—\$1.00

CODE 11939 — Description: Square telescope box wrapped in cellophane which was heat sealed. Litho paper printed in five colors. Lettering around the center design, in modernistic reverse white.

Design: The maroon paper comes up the sides of the box top and over the top edge, forming a frame for the center design which is a lithograph of chrysanthemums in orange, pink and white against a background of blue. This center panel is separated from the maroon border by a $\frac{1}{2}$ in. strip of white. This white margin tends to make the box look smaller, which is perhaps what the manufacturer was shooting at. The flowers in this design are a little pale and lack depth, probably because of the use of the dark maroon around the edge.

Appearance on Opening: Appetizing and appealing assortment. The chocolate pieces have good gloss and strings, and the use of individual cellophane wraps for the nut-rolls and several other pieces makes for a much neater looking package.

Box Findings: Embossed padding with glassine underliner. White glassine cups. Upper layer is in a white box-board tray. Underneath this, another embossed pad with glassine underliner. Cardboard diagonal divider in bottom layer. Maker's guarantee is on an insert slip placed on top of upper pad.

Sales Appeal: A very good value for \$1.00, and should find ready appeal to the medium and better class trade.

Display Value: Because of the dark paper used for most of the box, this package will lend itself especially well to Fall displays, blending well, for instance, with backgrounds made of branches and colored leaves.

Remarks: There was a difference of opinion among Clinic members over this package and its assortment. Some were inclined to the opinion that the quality of the box did not match the quality of its contents. Others felt, however, that it was a good job of packaging, done at low cost, yet done in such a manner as to allow the manufacturer to retain a high quality in his goods without putting too much of his cost into the package. This box does not look cheap, even though the materials used may be low-cost.

The advertisement features a large, bold title "CANDY TIED WITH RIBBONS — More Sales" at the top. Below the title, the text "Means We have largest stock in the Middle West" is written. A vertical list of ribbon types follows: Satin—Messaline—Tinsel—French Chiffon—Novelty and Printed Ribbons—Rib-O-Nit—Ready-Made Bows and Rosettes. The text "Immediate delivery—High in quality—Low in price" is also present. At the bottom, the logo "R.C. TAFT CO." is displayed above the address "429 W. RANDOLPH ST. CHICAGO".

Miniature Chocolates

1 lb.—\$1.00

CODE 111039 — Description: Extension-edge box completely covered with embossed gold metallic foil. Wrapped in cellophane secured with gold seals carrying the manufacturer's trade mark. The box top is padded. On the bottom, also, is the price tag, a white sticker printed in blue carrying the trade mark. Contents printed on bottom in gold.

Design: The box top is completely covered with an embossed scroll and vine design which twines and intertwines completely around a center panel, which carries the trade mark, the manufacturer's name and the description of the assortment in black. The scroll and vine design is carried out on the side walls of the box top below the extension edge.

Appearance on Opening: An excellent assortment of chocolates pieces, several foil wrapped, in at least five different shades of coating. The size of some of these pieces is larger than the usual conception of miniature pieces. The foil-wrapped pieces and two panned jordan almonds tend to break up the appearance of the upper layer, as do the curved dividers running from corner to corner. The arrangement of the pack is very neat.

Box Findings: Silk screen cellophane with spider web design completely around box contents and secured by a seal the same as those used on the outside. Embossed padding with glassine underliner. Brown glassine cups. Gold-edged curved dividers. Brown layerboard and embossed padding between layers. A four-page box insert describing the candies and guaranteeing them is placed on top of the upper layer.

Sales Appeal: This assortment has a dignity of appearance far in excess of what one would ordinarily expect for a dollar package. In this phase lies its greatest appeal value. That the manufacturer chose correctly in using this

box for a dollar assortment is shown by the ready acceptance already achieved for this new assortment in its market area.

Display Value: Excellent.

Remarks: This is a Canadian package, but in it the Clinic sees a real goal for one or more of the American manufacturers of better chocolates to shoot at. There is nothing "modern," nothing unusually striking, nothing particularly "different" about this package, yet it conveys something to the customer — a silent promise of real quality. And the customer is not disappointed. A good package for a good product.

Chocolate Pecan Bar

1 1/2 oz.—5c

CODE 111139 — Description: Brown wrapper with printing in gold. Feature name runs on a slant from lower left to upper right on principal (front) panel. On the back side the lettering is enclosed in a "box." Ends are open, showing the silver metallic foil used around the bar proper.

Taste Test: One of the Clinic members was of the opinion that this particular bar had too much salt in the chocolate. In general, the bar is excellent eating and well worth the price.

Remarks: While the slant in the name on the principal panel of the bar wrap is good, it is doubtful whether the end lines should carry out this slant. After all, the only reason for slanting the name on the wrap is to gain attention for the bar. The slanted lines at each end do not contribute to this attention-getting value, nor do they detract sufficiently to warrant re-designing the wrap.

Kisses

12 oz.—39c

CODE 111239 — Description: A die-cut, hexagon, cardboard basket with saw-tooth edges, blue on the outside and white on the inside. Contains individually wrapped kisses. The entire package is wrapped in blue cellophane, the loose ends of which are gathered at the top and secured with a ring. The only identification is a cardboard disk which is secured in the tie effected by the ring. The loose ends of the cellophane above the ring are allowed to stand off in all directions, giving the entire package a flower pot appearance.

Taste Test: The kisses are of a very cheap quality and almost without exception clung very stickily to their wrappers, indicating a serious defect in their manufacture.

Remarks: There is little excuse for a package of this type except to catch an occasional buyer looking for either a bargain or a cheap gift to give to a child. The merchandise is too high-priced at 39c for 12 ounces.

Pangburn Company's "THANKS DAY" PROMOTION

Submitted for Possible National Adoption

BUSINESS and industry have been so diligent in promoting certain "days" and "weeks" for the sale of their products that our calendar has reached a condition where it is more of a merchandising guide than a measure of time. However, there are times when some organization, which by the adroit application of an idea, gives a new twist to one of the accepted holidays and develops a new merchandising angle.

Pangburn Company, Ft. Worth, Texas, manufacturer of package candies, has developed a novel slant that gives promise of building candy sales at Thanksgiving. The idea is not one that could be called new, but the application is at least novel.

Mr. Rogers points out that Thanksgiving has never been a gift exchange occasion, hence one may tangibly remember with a "Thanks Day" gift, without the implied obligation of gift exchange. "Thanks Day" is ready made to pay such obligations.

"How many times have you heard someone say, 'I wish I could repay her kindness.' or 'I wish I could do something to show my appreciation.' Obviously, a gift for this purpose must reflect the ultimate of good taste and for that reason, Pangburn's Thanks Day candy is the perfect token," is another paragraph in the booklet.

Attention of the druggist is called to the fact that he has a number of persons, such as doctors, nurses and heads of institutions to whom he gives candy each year at Christmas. It suggests that he give these gifts on Thanks Day, so that they will not be just another gift among a number received at Christmas.

Point of sale advertising is featured by Pangburn's and an 18 in. x 22 in. display card used in the Thanks Day promotion depicts seven situations in which the casual looker can picture himself, with the admonitions under these as follows:

REMEMBER—The Hostess who was so kind.
REMEMBER—The Nurse who pulled you through.
REMEMBER—The Neighbor who remembered you.
REMEMBER—Those who others forget.
REMEMBER—The steno who has been so loyal.
REMEMBER—To reward those who serve you well.
REMEMBER—Your "Pal" the kid sister.

"Sooner or later every firm wakes up to the fact that competition from outside of its industry is harder to meet than that of competitors in its own line," says Paul Rogers, Vice President & General Manager of Pangburn's. "At one time candy manufacturers had practically all the gift business of Mother's Day. Now, other industries have taken a big slice of that business."



Point-of-Sale Display Advertising Being Used by the Pangburn Company, Fort Worth, Texas, in Promoting Its "Thanks Day" Merchandising Idea for the Thanksgiving Candy Trade.

"So if the gift candy business is to progress it must at all times be alert to promoting new occasions for the giving of candy. With this thought in mind, Pangburn's has decided to give a great deal more attention to the promotion of Thanksgiving Day business. Our agents' program for this season details methods and supplies advertising material in preparation for an aggressive campaign to build that day into an important gift occasion."

Deals with "Thanks Day" Theme

Thanksgiving should be one of your best Candy occasions, because it is built around a forceful, human



HOW TO INCREASE SALES and LOWER Costs with MAINE WHITE BIRCH CANDY STICKS

Their extra whiteness gives your "pops" a cleaner, more appetizing appearance and INCREASES their sales appeal.

Their smoothness, uniformity and strength eliminate costly shutdowns due to clogging.

This means LOWER production costs. BESTIX make good "pops" better. Sold direct from the factory to you.

FREE. We'll gladly send you a generous supply of samples to try out in your machines. Give us sizes you use. Write today.

MAINE SKEWER & DOWEL CO.
82 N. Main St.
Farmington, Maine



appeal—"Let Thanksgiving be Your 'Thanks Day,'" is the opening paragraph from the booklet outlining the various occasion promotions.

Without directly saying as much, the theme of the Thanks Day gift occasion is developed from the angle that all through life things are done for you by friends or casual acquaintances whom you'd like to remember in a tangible way.

There are certain things that fit together with the ease of ham and eggs and most certainly "Thanks Day" is a natural for the promotion of gift giving to express appreciation. In other words, it is quite a simple matter to let the day's name carry the incentive for the gift. No better time or name could be found around which such an enterprise could be developed.

A National "Thanks Day?"

Perhaps the best recommendation for "Thanks Day" success is the care with which Pangburn's plans the promotion around each occasion. The steady progress of this firm through the depression years indicates that its promotions are clicking.

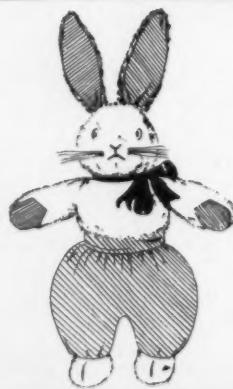
The booklet outlines a "Thanks Day" promotion that begins with the selling to the employees of the idea. Then with illustration and instruction it shows how the display should be set up. Then follows the suggestion of telephoning the better candy customers to tell them about "Thanks Day," the New National Friendship Day.

Orders placed by dealer agents indicate that the acceptance of this program is highly satisfactory. Pangburn's will sell more candy this Thanksgiving than ever

before. Whether the candy industry follows through on the idea which Pangburn's has advanced, will have much to do with the success of the "Thanks Day" occasion. Pangburn's believes the idea is worth a try and has submitted it to the National Confectioners Association for possible adoption by the entire industry much in the manner of "Sweetest Day."

PACKAGING INSTITUTE HOLDS FIRST MEETING

The first annual meeting of the Packaging Institute, Inc., was held at the Edgewater Beach hotel, Chicago, Oct. 19 and 20. The outstanding piece of work accomplished by the Institute meeting was the recommendation of a plan to act as an authoritative agency on packaging technique, to promote better packaging, inform the public of its benefits, and to serve as a contact agency in matter involving standardization and regulation of packaging technique. Over 150 executives of leading firms in production, machinery and supplies fields attended the meeting which was the first meeting since the merger last spring of the Production Managers Association and the Packaging Machinery Manufacturers Institute. Prominent on the speaking program were Charles Breskin, publisher; Allan H. Mogensen, noted authority on work simplification; Arthur B. Erikson, director of research of the Lakeshire Cheese division of the Borden Company; and J. L. Clark, chief of the central district, U. S. Dept. of Agriculture, who talked on the new Food and Drug law.



EASTER EASTER NOVELTIES FOR PROFIT

We have produced this year more than ever a variety line for the Easter Season. Many new characters in attractive colors. All dimensions . . . priced from \$3.00 per dozen.

Why not let us help you promote YOUR candy sales with these "Extra Profit" sales aids?

For samples and prices write to

GAY STUFFED TOY & NOVELTY CO.
43 W. 26th Street
New York City



SALESMEN'S SLANTS

C. RAY FRANKLIN, Broadcasting from Liberty



BUSINESS through the Middle West has been stagnant the past few weeks. The jobbers are all complaining and many have told me it has been the worst they have seen for a year or more. This is due to several causes, as I see it. First, the merchants became alarmed a few weeks ago over prices and stocked to their limit of credit with sugar, canned goods, etc. This has made it hard for them to buy candy, etc., due to their credit limit having been reached. They will have to liquidate their stocks to a big extent before they will have capital with which to buy. Second, the weather continued warm up until a few days ago, and the jobbers sat with chocolate items in their stock that they could not deliver, with the result that they had no space for additional goods and little capital left. They will have to liquidate their stocks before they can buy more. Third, the consumer has stocked up to some extent on canned goods, etc., and his money has simply run out and he has not been buying.

I noticed a few days ago, Nebraska is having some trouble, even though she does boast of being the White Spot. Her Governor was in Washington attending the meeting of Governors from Drought States and while there, requested an added allotment for 10,000 additional people in the State (placing the number of people on relief in Nebraska at 32,000). He stated two-thirds of their 93 counties suffered a severe drought. Not so good, eh?

Iowa fares better this year than her sister state, Nebraska. The last report set an all-time record for corn in the State, with 695 million bushels on farms with this year's crop and including last year's carry-over. The heaviest yield was on a 10 acre tract near Algona amounting to 115.3 bushels per acre. With this amount of corn in only one state and the government carry-over from 1938, there is some speculation as to how high the refiners can boost corn syrup.

Alex Abrahamson, salesmanager for Tootsie Rolls, Hoboken, says, "Isn't it wonderful how these filling station people know exactly where to set up a pump to get gas."

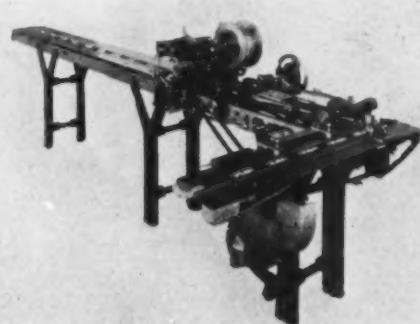
Howard Gorley is the new candy buyer for C. C. Taft Co., Des Moines, Iowa. Good luck, Howard.

Glenn Jones, buyer for the Niles & Jones Co., Des Moines, Iowa, says: "Some people are like price lists—you have to know what the discount is on what they say." He was not looking at me when he made this remark. Or was he?

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Union Trust Bldg., Fayette & Charles Sts., Baltimore, Md.

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These attractive and economical baskets are made of cold drawn steel wire electrically welded; finished in white enamel scientifically baked. The floor is sheet metal.

Size: Diameter, 10". Fence, 3½" high. Over-all height, 9".

Quantity prices are particularly attractive for this sales-stimulating basket. This item is in stock for immediate delivery.

We also produce any type of wire display rack or gift container to your order. Let us quote on your needs. Write NOW.

ARTISTIC WIRE PRODS. CO.

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LINDEN, N. J.



THE Manufacturing RETAILER



HOW RETAIL SHOP CAN FEATURE COCONUT

By GEORGE A. EDDINGTON

COCONUT candies in the wholesale confectionery manufacturer's calendar are usually regarded as principally spring and summer features. There seems no particular reason for this, except that they offer a good substitute for the run of chocolates which the wholesale trade has been featuring all through the winter months.

The retail manufacturer is not confined to any particular season in his use of coconut. He can feature coconut candies at any time, and these candies will sell if he has put into them the same care, the craftsmanship and the same high grade of ingredients which characterize his other featured candies. Late fall is a particularly good season for him on coconut candies, because coconut lends itself so well to different ways of handling. Crisp, crunchy coconut candy is a delicacy which will always find a goodly proportion of ready customers.

There are so many different grades of coconut available to the manufacturer that many different pieces of candy can be made therefrom. These grades include fine macaroon coconut, shredded coconut, dessicated coconut, chipped coconut and many types of coconut doughs and plastic coconut made from fresh coconuts imported to this country and processed here by companies specializing in the work. Today it is much more economical to buy the processed coconut than formerly, because of the fact that a good deal of the work connected with preparing coconut for the market is hand labor requiring special tools and special skill. Both the tools and the skilled labor required for preparing coconut are hard to get. If you don't think so, go out and try to buy yourself a "spoke-shave", that instrument which is so necessary for getting at the coconut in the shell.

Bars can be made with coconut and powdered sugar. Also, coconut kisses that will melt in your mouth. These can be made in two colors, by coloring half of your batch in pink with rose color and placing one half on

top of the other half, flattening out and cutting into small squares. You don't see this kind of a piece anymore except in isolated retail shops set away in exclusive neighborhoods, where the shop owner isn't concerned with volume, but must depend on quality and workmanship for his trade.

Coconut crispies are made from chipped coconut, approximately as follows: 5 lb. sugar, 5 lb. corn syrup, $\frac{1}{4}$ lb. butter. Put on fire and bring up to 240° to 245° F. Then sprinkle in all the chipped coconut the batch will take. Stir with a sharp stick and add butter, lemon flavor and a little salt. Continue to cook until the batch has a good rich color similar to butterscotch. Throw out on a slab and spread the batch out with a table fork. This will give it a very rough surface on hardening. When cool, cut into squares or bars and place in the show window. Use a rather large bowl for this and pile the candy up high.

Another good coconut candy is coconut dough coated with a very thin liquor chocolate. This can be sold by the pound. The dough is spread out on the slab and cut into pieces. Then these individual pieces are dipped. Don't try this unless you are willing to use for your coating the very finest chocolate liquor coating you can buy. This coating can be spread on very thin, but it must be triple-A quality or you will spoil the piece. The less coating on the piece, the better it will taste. This is another old-fashioned piece that I haven't seen featured in any kind of a candy store for years.

A good cream fondant rolled in extra fine macaroon coconut also makes a good retail shop piece. These pieces should run about 40 to the pound, or smaller if you desire. Here is another piece that is good-looking and good-tasting. Take pectin jellies, cut or cast, and steam them so they will become sticky enough to roll in medium coconut. After they have been so steamed and rolled, they are again dried and then crystallized. With their various colors of red, green, yellow, orange,

etc., in contrast to the white coconut, these jellies are very appetizing, and make especially nice pieces to "spot" in Christmas assortments.

Molasses drop coconut taffies can be made to sell for about 15 cents a dozen. For this piece use caramel paste or milk solids, molasses, coconut dough and butter. Lay out squares of wax paper (about 2" x 2"). When your batch is cooked, dip out candy with a large spoon and with a smaller spoon squeeze off drops onto the wax paper squares. These filled squares are then picked up and made into crude cups, with your fingers. The candy can, of course, be dropped into regular cups, but in my opinion, the hand-made cups give the finished candy a craftsman-manufactured appearance that the ready-made cup cannot convey.

The above candy can also be rolled out on the slab. On top of this are placed enough small roasted almonds to fairly cover the surface. Now melt some bon bon cream and divide into two batches, one white and one pink. Pour these over the almond-topped coconut batch and allow to harden. When hard, cut into squares and display prominently in pans on your counters and in the windows. The light and dark colors of the candy, plus the appearance of the almonds you have cut in making the squares will make this a most attractive and appetizing piece for your regular customers as well as for the casual "window shopper." The bon bon cream puts a nice gloss on the piece. This is a fine candy for the retail shop.

Coconut cream squares are made about as follows: Coconut is added to bon bon cream, then cut into squares and crystallized. This type of candy keeps almost indefinitely and can be featured in good or bad weather.

The trouble with our retail shops today, I believe, is that many of us do not know what to sell and when. That applies especially to coconut candies, I have found. There are always people who like coconut at any time. I recall one large retail chain which wouldn't feature coconut pieces of any kind in their assortments simply because the head of the company himself did not like coconut and for that reason relegated all coconut pieces to the category of cheap candy! Nothing could be farther from the truth. To be sure, some of our large volume wholesale coconut candies are in the low-price range, and from a purely technical standpoint are inferior in quality. But that is due more to the manner in which these candies are handled than to their ingredients.

As in all other types of candies, the retail manufacturer who sets out to make a really fine piece of coconut candy can put into that piece as much of his personal skill and craftsmanship as he can with any other piece. And my experience has been that the coconut people are just as willing and anxious to provide the particular candy maker with a high grade coconut, either in some shredded or chip form or in the form of dough. And the coconut candy made under such conditions will appeal just as much to the buying public as will those pieces which the retail manufacturer ordinarily looks upon as his "bread and butter" assortments.

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WRITE FOR SAMPLES AND PRICES

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112 Prince St.—NEW YORK
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1901 Pine Street, St. Louis, Mo.

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If Candies
could talk —



TO an industry whose confidence and generous patronage we have long enjoyed, our sincerest thanks and best wishes for Christmas and the New Year. May there be joy and plenty for all.



FRITZSCHE BROTHERS, Inc.

PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.

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